

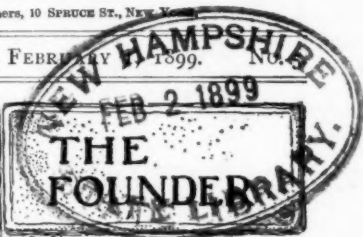
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVI.

NEW YORK, FEBRUARY 1899.



Of Penny Newspapers
in America is

The -- Philadelphia Record

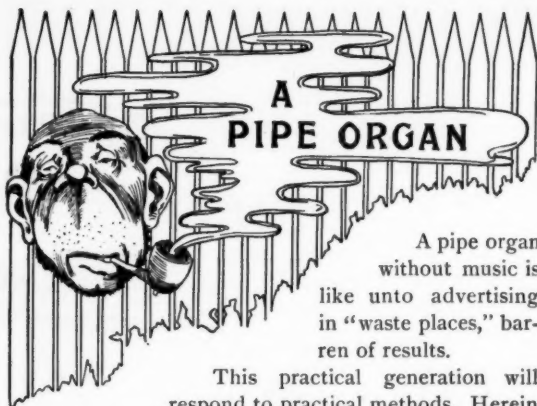
It set the pace over twenty-one years ago, and has ever kept at the very head of the conservative newspapers of the day.

"The Philadelphia Record" is of the MOST VALUE TO ADVERTISERS because its character is such as to command a constantly increasing constituency of readers, and the cost is comparatively low--25 cents per line Daily and 20 cents per line Sunday.

Read the figures for 1898: Average of Daily Edition, 194,761 copies; average of Sunday Edition, 150,642 copies.

Books Open To All

The Record Publishing Co., Philadelphia, Penna.



A pipe organ without music is like unto advertising in "waste places," barren of results.

This practical generation will respond to practical methods. Herein lies the irresistible force of advertising in well patronized street cars.

Let reason hold the reins of judgment.

Advertising in well patronized street cars means talking to the greatest possible number every day in the year, every night in the year; advises on the way to market; suggests future buying on the way home, always, everlastingly doing business.

Two and two make four. The largest patrons of street car advertising head the list of greatest business success.

We sell the best street car advertising service in America. Will you let us submit the evidence?



The Mulford & Petry Company

PRINCIPAL OFFICE:
99 WOODWARD AVENUE,
DETROIT, MICH.

EASTERN OFFICE:
220 BROADWAY, NEW YORK,
ST. PAUL BUILDING.

AMBROSE F. PETRY,

General Eastern Agent,
REPRESENTING

*Detroit, Cleveland, Louisville, Memphis,
Gd. Rapids, Toledo, Nashville, Atlanta,
Indianapolis, Dayton, Toronto, Can. Richmond.*

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVI.

NEW YORK, FEBRUARY 1, 1899.

No. 5.

THE NEWSPAPERS OF ALASKA.

By Lewis Garrison.

(Of Skagway, Alaska.)

Two years ago the Government statistics gave the population of Alaska as 30,000 people. With the recent boom in mining, both placer and quartz, the population must now be near 45,000. For this population there are but seven newspapers, all of which are weeklies with the exception of a daily at Skagway. The names of the newspapers, days of publication, and the proprietors of each are as follows:

Daily Alaskan, Skagway, daily, George De Succa.

Skagway News, Skagway, Friday, M. L. Sherpy.

Dyca Press, Dyca, Saturday, Ed. C. Russell.

Alaska Mining Record, Juneau, Wednesday, Gus. B. Leach.

Alaska Miner, Juneau, Saturday, Gastineaux Printing Co.

The Alaskan, Sitka, Saturday, Alaskan Publishing Co.

Stickeen River Journal, Wrangle, Saturday, J. R. McKeand and H. M. Stowe.

The papers have circulations from 500 up to a little over 1,000. Only a few of each edition go abroad, and the majority circulate in the towns where they are published. The advertising rates are about the same in all of the publications, namely, \$2 per month per inch for single column ads, and at the rate of \$16 per inch per year. Reading notices run from 10 to 15 cents each line each insertion. Special position is charged for at the rate of 10 to 50 per cent, according to the demands on the space of the publisher. The usual rate for reading matter surrounding the advertisement is 25 per cent. The weekly papers are sent out for \$2 per year, and the daily is sold on the streets of Skagway to Yukoners passing through the town for 10 cents, but subscribers have the paper delivered for 25 cents per week.

The newspapers adhere strictly to their card rates and are absolutely independent in their relations with foreign advertisers. They do not cater

to foreign business, but, nevertheless, some of the baking powders and other commodities are carried. There is no solicitation on the part of the newspapers for them. I was told by one publisher that a contract for a three-inch space was sent him by a large baking powder house with the request to run same for a year at the price of \$36. The firm wrote that the results were very unsatisfactory, and if ad was to be continued it had to be placed in better position, and also at the rate of \$36. As the rate for this space would amount to \$48, and as the ad was set in the very best position of the whole newspaper, the newspaper proprietor refused to renew the ad and wrote over the baking powder company's letter in great letters the word "Nit." The publisher's independence won. By return mail came a contract for his price of \$48, and every one is happy.

The papers of Alaska are well edited and equally well printed. Each office has a quantity of the latest types and care is taken with the setting of ads. There is not one but that is a paying property, some making more than others. I am under the impression that the Skagway weekly and daily and the two Juneau weeklies are good business propositions. The town of Juneau is of fifteen years' standing and is the center of a vast mining region. It is said that the output of gold in the district surrounding Juneau is about \$5,000,000 per year. Right across the Gastineaux channel from Juneau on Douglas Island is located the famous Treadwell gold mine, the largest in the world. Skagway is but one year old and its buildings speak of its stability for such a young place. The first and only railroad in Alaska is being built from Skagway into the interior, and this will have a tendency to make the town a permanent shipping point and miners' headquarters. The population of Juneau is 2,000, while that of Skagway is about 3,000.

The newspaper history of Alaska is

similar to that of any new country. It is full of initial hardships and business disasters. The oldest newspaper in Alaska is the *Alaska Mining Record*, which was established during April of 1888. It is a fourteen-page paper with three columns. It is owned by Mr. Swinehart, who has established the *Yukon Midnight Sun* at Dawson. He took part of the Juneau plant over one of the trails to Dawson and first started a small twelve-page paper, but since the arrival of press and type by river boat via St. Michaels, he is publishing a seven-column folio and is meeting with great success.

The *Weekly Alaskan*, at Sitka, claims to be the oldest paper in Alaska. However, its early issues were printed in San Francisco, and for two or three years it was printed half in Russian and half in English. It is now issued weekly in Sitka and contains the ads of the few Sitka merchants, besides some foreign advertisements and the legal notices.

Since the boom in Alaska within the last year and a half all the papers of Skagway, Dyce and Wrangle were established. Besides the Dyce *Press* was the Dyce *Trail*, now dead; and in Wrangle there was a newspaper besides the *Stickeen River Journal*. It is said by publishers here that the *Stickeen River Journal* is subsidized by the Canadian Pacific Railway and was started to boom the all-Canadian route to the Klondike. As this route has been a failure the newspapers of Alaska are apt to be lessened in number by one in the near future.

There was a little paper called the *North Star*, established in the interests of the Presbyterian denomination at Sitka at one time. It was a monthly, had few ads and died an easy death. This is the only religious periodical attempted in the wild Northwest.

Newspaper life in Alaska is a slow drag from year to year. There is nothing to depend on in the way of news. There is no telegraph to the outside world and the steamers arriving carry with them the papers, thus the field of the Alaskan newspaper is absolutely local. The papers are well patronized by merchants and subscribers, and in turn for this patronage the papers take up the interests of the towns in an enthusiastic way and protect their merchants by keeping out mail order ads and reading notices of outside concerns prejudicial to home industries.

THE NEWSPAPER'S HIGHEST USE.

The daily newspaper at the end of the nineteenth century is so truly a part of the people's life that it is difficult for them to imagine a time when men were carried to the market place by brawny slaves without the morning paper to while away the tedium of the journey, or when women, fresh from the hands of their maids-in-waiting, reclined at the breakfast board without an opportunity to consult a multitudinous array of bargain ads. Nevertheless, when the history of the newspaper is compared with the history of the human race, the realization is forced upon us that journalism is yet in its youth; and, considering its present lustiness, we fain would ask: What will it be a trio of centuries from now, when it has approached to something near maturity? To what state of perfection will it then have attained? And how much more profitable will be the results it will bring to advertisers? This last query is peculiarly pertinent, for it refers to what is, after all, a newspaper's greatest use. There are many who will take exceptions to this assertion, but to perceive its truth, it is only needful to reflect that any individual factor in the parliament of the world is useful only in proportion as it aids in developing civilization, and the development of civilization means the development of commercial life. All the rest follows this development. The education of the masses is a result of it, and therefore the newspaper will become greater in the field of education according as it becomes greater in the field of commerce. And as advertising is the one great commerce promoter, it follows that the newspaper is performing its highest use when it is perfecting itself as publicity's medium.—*Profitable Advertising, Boston, Mass.*

MR. PARKER'S VIEW.

Geo. S. Parker, of the Parker Pen Co., Janesville, Wis., writes to *Advertising Experience*:

We have done a little advertising in trade journals, and we have come to the conclusion that it is practically money thrown away. Our experience leads us to believe that dealers do not ordinarily sell high-grade articles unless they are pretty thoroughly advertised. When this is done, and they have a call for the goods, they do not experience much difficulty in ascertaining where these goods can be bought. It is for this reason that we expect to confine our advertising in the future exclusively to publications outside of trade journals.

CROSBY'S VITALIZED PHOSPHITES.

HOW IT WAS INTRODUCED AND HAS BEEN KEPT BEFORE THE PUBLIC.

A familiar trade mark, which at a glance suggests the name of the company and article it stands for, is that found accompanying this interview. The head of the bull encircled by a wreath of wheat-sheaves has now been before the American public for more than a quarter of a century. It has won its way by quiet insistence, for the F. Crosby Company, which it represents, has been among the most conservative of advertisers.

When the representative of PRINTERS' INK called at the office which exploits Crosby's Vitalized Phosphites, 56 West Twenty-fifth street, New York, he naturally expected to be confronted by a gentleman as the proprietor or manager of the concern. Not so. In answer to his call for the manager a lady appeared. This, gathered from her, is the story:

Prior to 1872 Professor S. R. Percy, an eminent practitioner and instructor at various medical colleges, had compounded a remedy for nervous and mental troubles. In 1872 he delivered an Essay on Phosphorus before the American Medical Association, and received a prize therefor. Shortly thereafter he received more than 2,000 letters from physicians, asking for information concerning his remedy. Although he had made his formula public, he was besieged by these physicians to supply the preparation. Thereupon a company was formed for its manufacture and Mr. F. Crosby became the active head of it, Professor Percy taking charge of the laboratories. These two gentlemen have died,

and Mrs. L. J. Percy, the wife of the Professor, who had been active in the company, had taken the helm, and was now imparting these facts to me.

Of the merits and triumphs of the preparation, Mrs. Percy said she could tell volumes. It has received the unqualified indorsement of the leaders in medical practice. It has also received the compliment of imitation many times over, but the company, feeling safe in the estimation in which

BRAIN WORKERS Use and Commend



Crosby's Vitalized Phosphites

for the relief and prevention of all weaknesses resulting from over-work and anxiety. It gives active brain and nerves exactly what they need for their nutrition and normal action, and will help any case of mental or nervous exhaustion.

Shall we send you a descriptive pamphlet?

Vitalized Phosphites is a concentrated white powder from the phosphoid principle of the ox-brain and wheat germ, formulated by Professor Percy thirty years ago. Formula on each label.

Prepared *F. Crosby Co.* 56 W. 25th St.
only by *F. Crosby Co.* New York.

If not found at Druggists, sent by mail, \$1.00.

CROSBY'S COLD AND CATARRH CURE.

The best remedy known for cold in the head, influenza and sore throat. It does not contain cocaine, morphine nor narcotics of any description. By mail 50 cents.

it is held by physicians, has gone on in the even tenor of its way, supplying a steady market, which has proved steadfast in spite of all the allurements of substitution.

"The greater part of our efforts have been upon the medical profession rather than the consumer," said Mrs. Percy. "Nor do we advertise as extensively as we did a few seasons ago."

"Are you withdrawing your advertising?"

"No, but we are simply going on in a conversative, quiet way. A few years ago we were in a large list of mediums of various classes."

"What classes were these?"

"Besides medical publications, in which we have always been represented, we were in educational publications, the magazines, agricultural, religious, literary and general. We are restricting ourselves more and more to those which appeal to physicians, and in the interval have been dropping the lower-toned publications and taking up better ones, such as the *Review of Reviews*. I may say that we have been in every one of the good publications of the country, such as the *Century*, *Current Literature*, *Munsey's* and so on. For no reason in the world we have not yet been in *McClure's*. That reminds me, we used to go extensively into novels, but we always selected novels of merit by popular authors, eschewing all others."

"Do you use the cars?"

"We have used street cars, but never the elevated cars or stands. In fact, with the exception of using hoardings limitedly, I know of no other mediums we have used. Early in our career we tried to get at the consumer directly, and in those days we circularized extensively. But now we feel that such labor is supererogatory. Everything beyond reaching for the physician has become so for us."

"Did you ever seek to discover the comparative values of mediums?"

"No, we never keyed. We were entirely satisfied with the returns without inquiry. Our growth from the beginning has been quiet, steady, conservative. We show customers on our books—druggists and private consumers—who have been using our products for more than twenty years. Just as a straw to show our conservatism, I want to say that during the thirty years of our business life, we never lost one dollar by bad business debts, except one debt last year while I was sick, and that was through a swindler who managed to take advantage of a great many drug concerns. We believe it a wonderful, if not an unprecedented record!"

"Much of your trade has come through personal recommendation?"

"Yes, but mainly through advertising. Of late years we have had no salesmen, and have reached druggists only through advertising. We have

made our product known everywhere, and have a very fair export trade."

"Did you ever advertise by demonstration?"

"No, never tried any other methods than those mentioned. We give and gave no samples promiscuously, and even physicians only get them on application."

"About what amount do you appropriate yearly for advertising purposes?"

"No regular amount, and I do not even know how much we expend. We have not reduced that to such a system as many concerns adopt."

"What is your usual magazine space?"

"About a quarter-page. Sufficient to tell our story, show the trade-mark and make effective display."

"Do you exact position?"

"We like to be, and strive to get, near reading-matter, and are willing, and generally do, pay for it. We have reading-notices given to us often, and like them, but we do not ask for them. We believe them effective, as indeed all respectable advertising is."

J. W. SCHWARTZ.

ADVERTISING men, in the embryo stage, make the mistake of supposing that good advertising depends on the number of high-sounding words and phrases used; they seem to think that the more pedantic and boastful they can make their house appear the nearer they are coming to the end they are expected to reach, but the tendency now is in the direction of advertisements that will tell the truth in simple and convincing language, the same being illustrated with catchy pictures of the goods to be disposed of.—*Chicago Dry Goods Reporter*.



THE HEAD OF THE PRESIDENT

is protected by the best brand of roofing tin that is made. This is the "TAYLOR OLD STYLE" brand made only by us. Contracts for such work are awarded only after the strictest tests and examinations. The "TAYLOR OLD STYLE" tin was used to replace another brand which had been put on the White House only a short time before. What is good enough for the first citizen of the first country in the world, ought to be good enough for your customers.

N & G TAYLOR CO.,
Manufacturers, Philadelphia.

HIGH COMMENDATION.

It is well known that the Geo. P. Rowell Advertising Agency advocate low rates for advertising. It seems to be "constitutional" for advertising agents to try to cut publishers to the lowest possible notch, and particularly is this true of the agency above mentioned.—*The Medical World, Philadelphia, Pa.*

We would like to place your advertising in daily papers.

It is probable that we shall secure for you better service and more for the money than you are getting.

We can only convince you of this by a trial.

When you want a good advertisement inserted in a good paper, address

The Geo. P. Rowell Advertising Agency

10 Spruce Street,

New York.

ADVERTISING HISTORY.

The date of the first newspaper advertisement has not been ascertained, although some very early specimens have been discovered. The earliest of these is the advertisement of a religious book which appeared in *Perfect Occurrences of Every Day*, London, on April 2, 1647, and consequently this is generally regarded as the first article ever announced for sale through the medium of the press. For several years books constituted the theme of all newspaper advertisements. Merchants in other branches of business appear to have been somewhat slow in realizing the opportunity presented to them for acquiring wealth, and their announcements did not begin to appear until they, presumably, took notice of the enviable results that came to the book publishers. Perhaps the first mercantile intrusion upon the valuable space hitherto sacred to the publishers was an advertisement for tea which appeared in the *Mercurius Politicus* of September 30, 1658. This, however, seems to have been the entering wedge, and soon announcements for all manner of merchandise, including proprietary medicines, were occupying the columns of the public press. In fact, so rapidly did the advertising business grow, that before the close of the seventeenth century papers devoted exclusively to advertisements were issued in England and distributed free. This great advance of the science of publicity was due largely to the *London Gazette*, now the *Times*.

The next feature in the development of advertising was the imposition of a tax on all announcements. The British government was doubtless filled with jealousy when it contemplated the unprecedented prosperity of merchants, brought about by the use of the newspaper; and being desirous of sharing in their accumulation of riches, it decided, in 1712, that every ad should pay a tax of one shilling, nor was the tax entirely repealed before 1853. Such a procedure was, of course, a hard blow at publicity. But so well had the theory of advertising been established by that time, and so satisfactory had been found the results therefrom, that advertisers quickly rallied from the shock and paid the price unhesitatingly. Although the government did not know it, publicity was destined to be an important factor in

the progress of the world, and extortion could not alter the course of destiny. Advertisements continued to increase in number despite the tax, until in 1832 the duty alone amounted to £170,650, showing that 3,374,000 ads had been published during that year. In 1833 the tax was reduced to 6d., which resulted in a tremendous growth of advertising, and in 1853, the year the tax was repealed, the duty at the reduced rate amounted to £180,000 from 7,200,000 announcements.

The development of advertising in the United States was even more rapid than in England. Starting with the *Boston News-Letter* in 1704, publicity has had a career in this country which is nothing short of the marvelous. Its record is one of continuous success, and its advancement is one with the advancement of a nation which is no older than itself. It is to be regretted that early figures regarding American advertising are not obtainable, showing, as they would, its comparative growth year after year; but even the figures of the present century are replete with interest.

In 1867, three years after the Civil War, the annual advertising expenditure in the United States was estimated at \$10,000,000. This was considered a magnificent showing by the newspaper publishers of those days, and many editorials were written commenting on these "remarkable" figures. But six years passed, exhibiting a steady increase, and 1873 saw \$5,000,000 added to the previous estimate. The expansion continued, however, so that by the time another decade had elapsed, new figures were necessary, and accordingly the cost of advertising during 1883 was placed at \$20,000,000. Then publicity suddenly began to soar upward at an amazing rate. Newspapers teemed with announcements, as did all other classes of publications, while every year saw the figures grow larger and larger, until in 1890 the expenditure was estimated at \$100,000,000; and now, at the end of the nineteenth century, after two hundred and fifty years of newspapers and advertising, the total annual amount paid for space is placed conservatively at nearly \$300,000,000—*Profitable Advertising*.

NO OTHER NEEDED.

Poet—All I need is an opening, sir.
Editor—What's the matter with the one you just came through?—*Brooklyn Life*.

40,812 net for the past year

THE NEWARK EVENING NEWS in making statements of its circulation always deducts waste, samples, overs, and returns, and includes only those which are purchased in the regular course of business, each one of which is valuable to the advertiser. Below is a statement of its average daily circulation, given by months, for the year 1898:

January,	39,556
February,	40,866
March,	41,058
April,	42,050
May,	42,712
June,	40,810
July,	39,591
August,	39,179
September,	39,412
October,	40,546
November,	42,193
December,	41,838

Publication Office,
215, 217 MARKET ST.,
Newark, N. J.

New York Advertising Agent,
R. F. R. HUNTSMAN,
Room F, 7th Floor, St. Paul Bldg.

SOAP SUCCESS.

With a view to obtaining the experience of some soap manufacturers, Mr. Caleb E. Johnson, of the B. J. Johnson Soap Company, was interviewed by *Advertising Experience* in his factory at Milwaukee. "In the first place," said Mr. Johnson, "the goods must be advantageously placed upon the market. To accomplish this I have used several methods. We sell exclusively to jobbers and retailers.

"Here in Milwaukee, we offer a number of attractive pictures, framed, as premiums for wrappers of soap. As you see, I have a room here devoted to the picture gallery, and these various styles of pictures may be had in exchange for 25, 50, 75 or 100 wrappers. We advertise these premiums in all the retail stores of the city and display signs and specimens of the pictures.

"Out of town the problem is somewhat more difficult, as we find we must use different methods to market our product. We have found it impracticable to offer premiums to country consumers, as the labor and expense incidental to handling the business are too great. So we offer special inducements from time to time to the dealers.

"Now here is a circular advertising a special deal on Calumet Soap, offering to furnish two boxes free with every five purchased. In two months after the issue of this circular we were 30,000 boxes behind our orders.

"We are constantly addressing the dealers throughout the country, and as our stamp cancellation amounts to \$50,000 a month, the government has seen fit to establish a postal substation

here in the factory. As soon as we receive an order from one of these local dealers the name is incorporated in our card system. These cards exhibit a record of the sales, rating and all essential items concerning the trade, and are of great value for reference and purposes of future trade.

"We have our traveling men out, covering the territory as completely as they can. We paint signs on cross-roads stores, advertising our soap and giving the dealers' names above. These are scattered pretty well over the country and help our trade among the farmers. But I find we have to continually change our methods to keep pace with the times. I find the name and general appearance of the wrapper have much to do with marketing special brands. In addressing the trade to promote a new brand I find it pays to send a sample to each dealer, as he can then see for himself just what I am talking about and the goods are their own best representative."

EXCHANGING ADVERTISING.

The W. Bingham Co., wholesale dealers in hardware, cutlery and metals, of Cleveland, Ohio, make this proposition to their dealers:

If you will send me five samples of your advertising matter (newspaper advertisements, circulars, booklets, show cards, descriptions of show window exhibits, etc.), they will be mounted on cardboard, inclosed in a neat portfolio with others I now have and shall receive, and sent to any of the W. Bingham Company's customers who will pay the express charges one way, to be retained long enough for a thorough examination and then forwarded to the next searcher after truth. There will be a sufficient number of samples from different firms to make the information to be derived well worth the cost of getting it, and it will give the real bona fide result of the best effort of hardware merchants to achieve success in this direction.

BOUND HAND AND FOOT.

When newspaper publishers form themselves into associations for mutual protection one of the first things they do, as a rule, is to agree not to advertise. Below is a confession from one of these willing captives.

*I regret that a rule of the
Publishers Association forbids advertising
in newspaper directories.*

*Yours truly, Henry Hall
N. Y. Tribune*

THE BEST RELIGIOUS WEEK-LIES.

According to the last United States census there are in this country 143 distinct religious denominations, represented by over 20,500,000 communicants or members. Of these various bodies thirty are also represented by newspapers. It has always been assumed that the religious weekly was of more than ordinary value to the advertiser. Possibly this may have been so at one time; but it is at least doubtful if it so remains at the present day. However this may be of these publications as a class, they are of sufficient importance to deserve careful attention, and will always merit a large share of patronage. In the following list is given under its church or denomination every religious weekly which gets credit for an issue of 7,500 copies or more, and the number of all believed to issue as many as 1,000. In the smaller bodies which have no representative accorded so large an issue as 7,500 the best for general use is also indicated. With rare exceptions, the monthly publications are devoted to local, missionary or Sunday school topics, and even when having the required circulation are consequently omitted from consideration.

The letter, following the name of each paper, represents its estimated circulation rating as given in the American Newspaper Directory for December, 1898, and is thus explained:

Exceeding 75,000.....	A
Exceeding 40,000.....	B
Exceeding 20,000.....	C
Exceeding 17,500.....	D
Exceeding 12,500.....	E
Exceeding 7,500.....	F

Figures, in place of letters, indicate actual issue for a year past, based upon publisher's detailed statement and believed to be absolutely correct.

ADVENTISTS.

Have about 60,000 communicants and 6 newspapers of 1,000 or more circulation. Those which get credit for issues of 7,500 copies or more are:

Oakland, Cal., Signs of the Times.....	C
Boston, Mass., World's Crisis.....	F

During 1897 the average issue of *Signs of the Times* exceeded 40,000; no report has since been received, and this may indicate that the present issue is somewhat less. The *World's Crisis* probably prints about 9,000 copies.

ANTI-ROMAN CATHOLICS.

This is rather a league than a church, sect or denomination, and is of small importance. It is represented by six newspapers of 1,000 or more circulation, but whose combined circulation is probably not far from 15,000 copies. The best one appears to be the Omaha (Neb.) *American*, with a probable issue of some more than 4,000 copies.

BAPTIST.

The combined 13 bodies have over 3,500,000 communicants and 57 newspapers of 1,000 or more circulation; those which get credit for issues of 7,500 copies or more are:

Chicago, Ill., Baptist Union	D
Nya Wecko Posten.....	F
Standard	F
Mount Morris, Ill., Gospel Messenger.....	F
Louisville, Ky., Western Recorder	F
St. Louis, Mo., Central Baptist	9,279
New York, N. Y., Examiner.....	E
Philadelphia, Pa., Commonwealth.....	F
Dallas, Tex., Baptist Standard.....	17,542
Texas Baptist and Herald....	F

There is some reason for believing that the Chicago *Baptist Union* stands first in point of circulation. In 1896 it had credit for a little over 30,000; in 1897 this was thought to be doubtful, and in 1898 it gets credit for less than 20,000. Possibly a late report might show a larger issue. It is the official organ of the Baptist Young Peoples' Union of America, and claims a larger circulation than any other Baptist paper in the world. The Dallas *Baptist Standard* appears, without doubt, entitled to second place. No other weekly gets credit for so many copies. The New York *Examiner*, established in 1823, was at one time the best known and ablest paper of this denomination, under the successful management of the Rev. Dr. Bright. It now claims to be "the leading Baptist paper," and it is not unlikely that in some ways this may be true.

CHRISTIAN.

Have about 100,000 communicants and 7 newspapers of 1,000 or more circulation. Those which get credit for issues of 7,500 copies or more are:

Boston, Mass., World's Crisis.....	F
St. Louis, Mo., Our Young Folks	E

The *World's Crisis* figures also as an exponent of Advent doctrine, and is classified as "Advent Christian." Our *Young Folks*, 75 cents a year, as its name implies, is "devoted to the welfare and work of young people," more particularly those of the Christian denomination. It undoubtedly leads in circulation.

CHURCH OF CHRIST.

No statistics available; has 4 newspapers of 1,000 or more circulation. The only one accorded an issue of 7,500 or more is:

Austin, Tex., Firm Foundation.....F

There is some reason for believing that this paper prints about 8,000 copies.

CHURCH OF GOD.

Has about 3,000 communicants and only one weekly paper, the Harrisburg (Pa.) *Church Advocate*, with a probable issue of about 1,000 copies.

CONGREGATIONALIST.

Has about 500,000 communicants and 9 newspapers of 1,000 or more circulation. Those which get credit for issues of 7,500 copies or more are:

Chicago, Ill., *Advance*.....C

Boston, Mass., *Congregationalist*.....E

These are both excellent weeklies, brimful of life and enterprise. In general appearance they are much alike; but the *Advance*, with an average issue last year of over 20,000 copies seems to have an undoubted lead in circulation, while the *Congregationalist*, which dates back to 1815, and claims to be "the oldest religious weekly in the world," may in some quarters, especially in New England, be better regarded.

DISCIPLES OF CHRIST.

Have about 640,000 communicants and 8 newspapers of 1,000 or more circulation. Those which get credit for issues of 7,500 copies or more are:

Louisville, Ky., *Christian Guide*.....F

St. Louis, Mo., *Christian Evangelist*.....C

Cincinnati, O., *Christian Standard*.....D

The *Christian Evangelist* has credit for an issue of at least 30,000 copies during 1897, and probably has as many now. The *Christian Standard* is believed to have a regular issue of less than 20,000, and the *Christian Guide* of less than 13,000.

FREE THOUGHT.

This clique or league should perhaps be eliminated from the religious list altogether, as its object is purely anti-religious. In its interests are published six newspapers of 1,000 or more circulation; of these the *Truth-Seeker*, in New York, gets credit for the largest issue—something more than 2,250; but the *Investigator*, of Boston, may be the best known. There is a monthly, *Brann's Iconoclast*, in Chicago, which has a probable issue of about 30,000.

FRIENDS.

They number about 80,000 and have 6 newspapers of 1,000 or more circula-

tion—three in Chicago and three in Philadelphia. Two only are weekly—the *American Friend*, which issued during the year ending with September last an average of 5,825 copies, and the *Friends' Intelligencer*, credited with 1,000 copies or more. Both are in Philadelphia.

HOLINESS.

No statistics. Has two newspapers of 1,000 or more circulation: Boston, *Christian Witness*, with a probable issue of somewhat more than 4,000, and the Columbia (S. C.) *Way of Faith*, with a still smaller issue.

JEWISH.

In the Jewish congregations there are upwards of 130,000 members but this by no means is a measure of the Jewish race. They have twenty-one newspapers of 1,000 or more circulation. Those which get credit for issues of 7,500 copies or more are:

Chicago, Ill., *Israelite*.....F

Reform Advocate.....E

New York, N. Y., *Jewish Daily News*.....F

Jewish News, Sunday...D

Jewish Gazette.....D

Cincinnati, O., *American Israelite*.....C

Die Deborah.....F

Cleveland, O., *Jewish Review*.....F

Memphis, Tenn., *Jewish Spectator*.....F

The *Jewish Daily News* in New York is issued every evening except on Saturday, and the *Jewish Gazette* is its weekly edition. The Cincinnati *American Israelite* had an average issue last year of over 23,000 copies, and is believed to lead all the other papers in circulation.

LATTER DAY SAINTS.

Have about 150,000 communicants and 7 newspapers of 1,000 or more circulation. Perhaps the *Deseret News*, daily, semi-weekly and weekly, are the best. The daily and weekly get credit for somewhat over 1,000 and the semi-weekly for over 4,000 copies.

LUTHERAN.

Divided into 16 bodies, with about 1,230,000 communicants and 17 newspapers of 1,000 or more circulation. Those which get credit for issues of 7,500 copies or more are:

Chicago, Ill., *Die Rundschau*.....D

Rock Island, Ill., *Augustana*.....F

Minneapolis, Minn., *Lutheraneren*.....F

Dayton, O., *Lutheran Evangelist*.....8,130

Philadelphia, Pa., *Lutheran Observer*.....F

The *Rundschau* appears without doubt to have the largest issue, and the *Lutheran Evangelist* the largest number of English readers.

MENNONITE.

Twelve bodies, with about 40,000 communicants, one weekly and one

semi-monthly newspaper of 1,000 or more circulation. The weekly (Elkhart, Ind.) *Rundschau* gets credit for an issue of a little over 1,000.

METHODIST.

There are 17 different bodies under this general classification. They have about 5,000,000 communicants and 66 newspapers of 1,000 circulation or more. Those which get credit for issues of 7,500 copies or more are:

Little Rock, Ark., Methodist.....	F
Chicago, Ill., Epworth Herald.....	B
N. W. Christian Advocate.....	D
Sandebudet.....	F
Louisville, Ky., Pentecostal Herald.....	C
Detroit, Mich., Christian Advocate.....	D
St. Louis, Mo., Central Christian Advocate.....	D
Christian Advocate.....	F
Buffalo, N. Y., Christian Uplook.....	F
New York, N. Y., Christian Advocate.....	550
Cincinnati, O., Der Christliche Apologete.....	E
Western Christian Advocate.....	D
Pittsburg, Pa., Christian Advocate.....	E
Nashville, Tenn., Christian Advocate.....	E
Dallas, Tex., Christian Advocate.....	E

The New York *Christian Advocate* not only appears to establish a clear title to rank first in circulation, but is one of the all-around best newspapers to be found in the entire religious list. Next in order the *Epworth Herald*, of Chicago, should probably find place, although for the past four years its publishers have made no statement of actual issues, thus casting doubt upon the position it now occupies.

OCCULTISM AND THEOSOPHY.

To these matters but two newspapers are devoted, both monthly, and both of very small circulation.

PRESBYTERIAN.

The twelve bodies under this classification have about 1,275,000 communicants and 34 newspapers of 1,000 circulation or more. Those which get credit for 7,500 copies or more are:

Chicago, Ill., Interior.....	F
Midland.....	F
Louisville, Ky., Christian Observer.....	E
Cincinnati, O., Herald and Presbyter.....	D
Philadelphia, Pa., Presbyterian.....	F
Pittsburg, Pa., Christian Union Herald.....	C
Presbyterian Banner.....	F
United Presbyterian.....	E
Nashville, Tenn., Cumberland Presbyterian.....	F

The *Pittsburg Christian Union Herald*, 80 cents a year, in clubs 50 cents, published "for the home and the Young People's Christian Union," appears without doubt to lead in circulation. The *Cincinnati Herald and Presbyter* comes next and is an unusually good family paper of fifty years' standing. The *Pittsburg Presbyterian Banner* dates back to 1814.

PROTESTANT EPISCOPAL.

Has nearly 550,000 communicants and 20 newspapers of 1,000 circula-

tion or more. The only ones which get credit for issues of 7,500 copies or more are:

Chicago, Ill., Living Church.....	F
New York, N. Y., Churchman.....	E

There is probably not a better religious paper in America than the *Churchman*. It is the old, well established and conservative organ of a very large and wealthy class; it is ably put together, in business management it is unsurpassed, and in circulation it far exceeds competitors. But the *Living Church* is also a bright, wide awake, go ahead, enterprising weekly—more pronounced in its views of churchmanship and perhaps for this reason better liked by some—especially in the West.

REFORMED CHURCH.

There are 3 bodies with about 300,000 communicants and 6 newspapers of 1,000 circulation or more, of which perhaps the *Christian Intelligencer* of New York is the best known and may have the largest circulation, estimated at 4,000 or more, although the *Philadelphia Reformed Church Messenger* and the *Reading (Pa.) Reformed Church Record* are accorded a similar issue.

ROMAN CATHOLIC.

Has over 6,230,000 communicants (numbering as such all baptized children) and 79 newspapers of 1,000 circulation or more. Those which get credit for issues of 7,500 copies or more are:

San Francisco, Cal., Monitor.....	D
Chicago, Ill., New World.....	F
Dubuque, Ia., Katholischer Westen.....	F
Boston, Mass., Pilot.....	E
Republic.....	E
Sacred Heart Review.....	D
Detroit, Mich., Die Stimme der Wahrheit.....	F
St. Louis, Mo., Church Progress.....	E
Der Herold.....	C
New York, N. Y., Catholic News.....	D
Katholisches Volksblatt.....	E
Cincinnati, O., Wahrheits Freund.....	F
Cleveland, O., Catholic Universe.....	F
Columbus, O., Waisenfreund.....	E
Philadelphia, Pa., Catholic Standard.....	17,343
Scranton, Pa., Index.....	F
Milwaukee, Wis., Catholic Citizen.....	10,820

The *San Francisco Monitor* and *Boston Sacred Heart Review* are the two weeklies in English which get credit for the largest issues, but it would not be surprising to learn that the first place belonged to the *Philadelphia Catholic Standard*. This is apparently the best of the three in general appearance, make up and business management, and if it does not lead, seems to be not far behind the others in number of copies issued. Of the entire Roman press, the *Boston Pilot* is perhaps the best known, and has the greater influence. *Donahoe's Mag-*

azine, with a probable issue of 20,000 or more, is a monthly of general circulation entitled to recognition.

SPIRITUALISTS.

There are about 45,000 of them and they have but two newspapers of 1,000 circulation or more—*Banner of Light*, Boston, which possibly issues 4,000 or more, and *Philosophical Journal*, of San Francisco, which may issue about 3,000.

SWEDENBORGIAN.

Has about 7,000 members, and only one newspaper—the *New Church Messenger*, Orange, N. J., with a probable issue of 1,000 copies or more.

UNITARIAN.

Has about 67,000 communicants, but only one newspaper, *Boston Christian Register*, accorded a probable issue of 1,000 or more copies.

UNITED BRETHREN IN CHRIST.

Have about 200,000 members and 6 newspapers of 1,000 circulation or more. The only one which gets credit for an issue of 7,500 copies or more is: Dayton, O., Religious Telescope.....D

It is an old paper, established in 1834, and its present issue is probably just about 17,500 copies.

UNITED EVANGELICAL CHURCH.

No statistics, and has but one small monthly newspaper.

UNIVERSALIST.

Has about 50,000 members, but only one newspaper of 1,000 circulation or more, the *Boston Universalist Leader*, accorded a probable issue of 2,250 or more copies.

YOUNG MEN'S CHRISTIAN ASSOCIATION.

This is rather a society—not a church—undenominational in character, with a large membership. Numerous small newspapers, purely local in character, are issued from the various branches, but there are no weeklies of any considerable circulation.

YOUNG PEOPLE'S SOCIETY OF CHRISTIAN ENDEAVOR.

No available statistics. Has 12 newspapers of 1,000 circulation or more. Those which get credit for issues of 7,500 copies or more are:

Boston, Mass., Christian Endeavor World...B
Cincinnati, O., Lookout.....D

Nothing more definite is known of either than is reported in the estimated ratings.

UNDENOMINATIONAL.

Embraces, as will be seen, the very best newspapers having the very largest circulation. Many of them show an

undoubted prejudice in favor of some particular sect, but in general character they are "religious" only and have readers in all the various bodies. There are 80 of these papers of 1,000 circulation or more; and those which get credit for issues of 7,500 copies or more are:

Chicago, Ill., BladetF
Missions Wannen.....D
Ram's Horn.....B
Battle Creek, Mich., Youth's Instructor.....F
St. Louis, Mo., Der Friedensbote.....D
New York, N. Y., Christian Herald.....A
Christian Work.....D
Independent.....F
Observer.....E
Outlook.....B
Sabbath Reading.....C
Voice.....C
Volunteer's Gazette.....D
Witness.....D
Nyack, N. Y., Missionary Alliance.....E
Cleveland, O., Christliche Botschafter.....F
Philadelphia, Pa., S. S. Times.....154,958

There are two pleasing facts to be noted very decidedly to the credit of the *Sunday School Times*: It has the largest circulation of any religious newspaper, with probably one exception, and gives its issue in plain, unmistakable figures, so conclusively that no one doubts their exact truthfulness. This is rare among the whole number of this class of journals. The *Outlook* had an actual average issue during 1897 of over 45,000 copies. It is an especially good newspaper, in magazine form, and will perhaps show a larger issue for 1898. The *New York Observer* was established in 1823. Its subscribers are, it says, "intelligent, trustworthy and cultivated people." The *Independent* has, in its new magazine form, an appearance of decided prosperity. It is ably conducted, goes to a desirable class of readers, and will always probably be considered among the leading journals of the religious press. The *Christian Herald*, in 1897, had an actual average issue of 188,679 and probably retains it for the current year, thus placing it at the head as the one religious weekly of largest circulation.

In a perusal of this article, the meager information furnished by publishers concerning circulation becomes painfully apparent, and is a serious obstacle in the way of considering the papers with any great degree of favor. The preference will undoubtedly be given to the comparatively few which state their issues exactly, in Arabic figures, and in a way not to be disputed.

WHAT shall it profit a man if he have the world for sale and nobody knows it?—*Bates*.

THE RISE OF CYRUS CURTIS.

Under this heading *Art in Advertising* recently published a sketch of Cyrus H. K. Curtis, from which the paragraphs that follow are extracted:

Like Franklin, Curtis is a New Englander born and bred. Like Franklin, he came to Philadelphia in a hazard of new fortunes. From the windows of his office on Arch street, Curtis can look down on the quiet corner of Christ Church Cemetery, wherein is contained all that is mortal of America's most illustrious publisher. The Hall wherein the Continental Congress met and where the Declaration of Independence was signed, is within a stone's throw of the same windows, and the whole atmosphere is redolent with the memory of the great events with which Benjamin Franklin was so closely identified. Across the street is the same dingy old office occupied at one time by Benjamin himself; the paper which he published is still being issued. And the wharf at the foot of Market street where for many years Curtis took the ferryboat to his home in Camden, was the identical site on which Franklin landed on his return from France, where he had rendered such memorable services to his country. Such is the environment which has produced the successor of Benjamin Franklin.

Cyrus Curtis is a man possibly forty-five years of age. For the past ten years he has enjoyed an income which must have surpassed his wildest dreams of avarice. The ten years preceding were the crucial years of his life, and witnessed the culmination of a struggle that has rarely been equaled in the publishing business and seldom surpassed. In that period he passed from abject poverty and failure to a position of signal success. He had studied "Poor Richard's Almanack" and laid its unction to his soul. His first venture, the *Tribune and Farmer*, was a rank failure. A column in it, written by Mrs. Curtis for the women folks, was the only thing in it that gave signs of vitality. With the failure of the *Tribune and Farmer*, Mr. Curtis sought an opening wherein his own ability as a business manager, coupled with his wife's literary ability, could be successfully combined. And the result was the *Ladies' Home Journal*. It was originally named the *Ladies' Journal*, and being a 50c. paper it was *de rigueur*

to call it ladies' and not woman's. The artist who designed a circle cut for a center-piece showing mommer, popper and the baby on the floor, added the word "home" as a title to the picture. Subscribers, however, read the whole thing together, and called it the *Ladies' Home Journal*. And so it has remained ever since.

The editorial force comprised at that time Mrs. Louise F. Knapp, instead of the present formidable array. And Knapp was the maiden name of Mrs. Curtis. The business department was run by the redoubtable Cyrus himself. The first advertisements of the *Ladies' Home Journal* offered some paper patterns and the *Journal* for three months for the modest sum of ten cents. The position subsequently assumed by Mr. Curtis regarding premiums, clubbing schemes, etc., was identically the opposite of what he originally practiced. And his utter contempt of "schemes" of all sorts of late years is only one of the surprises in the career of a man whose life has been full of surprises. For the *Journal* in its early days was the worst case of grab-bag premiums.

But perhaps the most important factor in his life was his association with the advertising agency of N. W. Ayer & Son. For several years it was stoutly maintained that Ayer owned the *Journal*, and while there is no doubt that Ayer & Son might have become possessed of the property through some Shylock trick, the fact remains that no such attempt was ever made or thought of. Such advantage as Curtis obtained through liberal credit came to him in the natural course of events, and there never was a time when the *Journal* could not have reduced its line of credit and made a settlement. He commenced with a line of \$200 and paid it in installments. His advertising paid him and it was safe to enlarge the line of credit. The one great risk he took was in changing the price from fifty cents to \$1. That was a time that tried men's souls. Receipts from subscriptions dwindled to about \$2 per diem in place of two thousand. And the advertising was costing a hundred thousand. That condition existed almost eight weeks. The strain was something fearful. Curtis lost his grip on sleep. And without sleep the tension would soon become unendurable. His escape from a serious illness at this time was truly marvelous.

When the crisis was passed and evidence of ultimate success daily became more apparent, reaction set in, and Mr. Curtis succumbed to an attack of nervous prostration. The change in the situation, however, cured him much quicker than medicine. These incidents are related to show that a success so prodigious as his is usually purchased at a correspondingly great risk. The mental and nervous strain through which Mr. Curtis passed at this time was something which a less forceful man might not have been able to stand. In the struggle for success a set of iron nerves is indispensable.

These were the crucial and interesting days of the *Journal*. Once the Rubicon was passed success came swift and certain. One of his first acts was to call together all his old creditors of the *Tribune and Farmer*, and at a dinner put beneath each plate a check for the principal and interest. In one case the check went to the daughter of a former well-to-do merchant, who was vainly trying to support a large family on the meagre salary of a Western school teacher. Death had stricken the bread winner and his affairs were badly involved. Out of this case alone Mr. Curtis got all his money back, so to speak.

Mr. Curtis was now far beyond the reach of possible adversity. He built a home first in Camden, and subsequently in Ogontz, where he now lives. It is a beautiful mansion in the midst of a park. It probably cost in the neighborhood of \$200,000. Pretty fair, don't you think, for a man who lived in a house costing \$20 a month ten years before? Some months of every year are spent in foreign travel. For the past five years he has exercised merely a cursory superintendence of affairs. He has persistently refused to engage in outside ventures, has thoroughly enjoyed the leisure which has come to him, and is absolutely free from personal egotism.

Such is the true story of the rise of Cyrus Curtis, successor to Benjamin Franklin. So far, everything has gone well. He will now proceed to galvanize into life the dead though unbred *Saturday Evening Post*, formerly owned and published by Franklin. It is a herculean task.

EXPENSIVE DIGNITY.

Many a man loses a job trying to support the dignity he thinks ought to go with it.—*From the Chicago Journal*.

GROWTH OF BOSTON "POST."

During the year 1898 the average daily circulation of the *Boston Post* was 129,563. The remarkable growth of the *Post's* circulation will be best appreciated when the record for 1898 is considered in contrast with the circulation of the *Boston Post* when it came under its present management in 1891. It was then selling less than 5,000 copies per day.

During the year 1898 the average circulation of the *Sunday Post* was 114,361 copies. The *Sunday Post* was established five years ago by the present management.

During the year 1898 the *Post* management undertook the largest extension of plant and facilities in the history of the paper. A new cellar was excavated at great expense. Additional room was secured for the various departments in adjoining buildings, so that now the *Post* occupies all except one room in its own building, the cellar and two entire floors of the adjoining building, and one floor of the building beyond that, thus occupying parts of three buildings on Washington street in the busiest and most crowded section of the city.

During the year 1898 there have actually been installed in the cellars of the *Post*, and are now in full operation, one Hoe sextuple perfecting press and one Hoe inserting perfecting press. Still another large press has been purchased by the *Post*, and will be installed in 1899, making the total press equipment of the *Post* one sextuple press, two inserting or triple presses, and one double press, equivalent to fourteen single Hoe perfecting presses, with a guaranteed capacity of 168,000 eight-page papers per hour, and just fourteen times as large as the press equipment of the *Post* when this paper came under its present management.

During the year 1898 the *Post's* plant has adopted electricity as its motive power, installing one 100-horse power electric motor, two 50-horse power electric motors, and various smaller motors, ranging from 5 to 15 horse power.

The *Post's* mechanical plant and equipment is in efficiency equal to any in the country, and in size is surpassed by but very few newspaper plants anywhere.—*Profitable Advertising*.

PAPERS BY WEIGHT.

In Australia, a country that follows American customs closely, the people have a great desire for American newspapers. Every steamer that arrives from this country brings its full quota of American journals, which are immediately put on sale. One day I was in Adelaide, South Australia, and I went into a store to buy the Sunday edition of a New York paper. The dealer took one, placed it on a scales, which he scanned very carefully, and then said: "Eighteen pence?" (36 cents.)

"That costs about one-eighth as much in New York," I said.

"Cawnt 'elp that," answered the dealer. "These 'ere papers is massive. They contain lots of good paper and we got to sell 'em by weight."

"Have you any cheaper?" I asked.

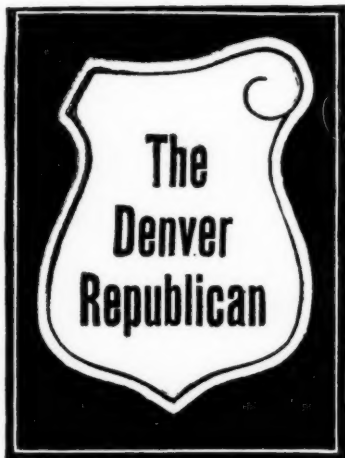
"Yes," he said again. "I've got some cheaper; this is only rod.; it weighs much less; it has no pictures, you see," and he picked up a Chicago journal of a mid-week date.

"But I want a New York Sunday newspaper," I persisted.

"Well, those will cost you from 18 to 20d. (36 to 40 cents) each, according to weight, but I can sell you a Kansas City Sunday paper for 6d. if you must have a cheap Sunday edition."

Then I found that the dealer would sell separate sections of a Sunday edition if a customer didn't want the whole, and while I was in his store three men came in and bought different parts of a journal, paying as much as four cents a section.—*New York Times*.

RESULTS—THAT'S IT



Could not carry every day the announcements of the best known advertisers in the world unless they got returns all the time—not spasmodically.

**HOME OFFICE,
Denver, Colo.**

**Eastern Agent,
S. C. BECKWITH,
Tribune Building, New York.
The Rookery, Chicago.**

THE GOSPEL OF ADVERTISING.

By Wolstan Dixey.

The Gospel of Advertising is in reality as simple as the Gospel of Christianity. All the "law and the prophets" hang on one plain "commandment": Have something in your business that is worth telling about, and tell about it.

Anybody who will fix this common sense precept firmly in mind and stick to it under all circumstances will produce good advertising. He doesn't need to be brilliant nor clever nor literary nor original nor any of the other wonderful things that are supposed to be necessary to "expertness."

In fact, the less he thinks about expertness, the less he thinks about anything but this one thing of having his business right and telling about it, the better his advertising will be.

All the good advertising that is written is good because it sticks to these simple points; all the bad advertising is bad because it neglects them.

There is no use trying to tell something good about a business that is not worth telling about; there is no use advertising even a first-rate business if the ads fail to tell about it.

If nine-tenths of the advertisers who are straining themselves to do good advertising by means of extraordinary display and brilliant language would simply face about and look into their business and see what is the matter with it, they would find that the trouble is with the business and not with the advertising.

If nine-tenths of those who are conducting a first-class business and wondering why their advertising brings them no more business to conduct would investigate that advertising a little they would find that it fails to tell what is worth telling about the business.

It is a hopeless job to talk grandiloquent nothings about a poor business. It is almost equally hopeless to expect to extend a good business by advertising which doesn't tell how good it is. Better leave it alone to advertise itself, and not waste money on newspaper space.

That is all there is about it; and if all the discussions, theories and experiments which run about the subject and overrun it in all directions were cut off and swept away and this one simple method strictly adhered to,

there would soon be nothing in advertising left to talk about.

If an advertiser's mind could be sponged clear of all claptrap about display, illustrations, headlines, borders, catch phrases, etc., and only the one simple sentence, "Have something worth telling about your business and tell about it" written there indelibly, he would do good advertising from the start and never know he was trying.

THEATRICAL ADVERTISING FAKES.

In an interview in the *New York Morning Telegraph*, John Drew told of some interesting theatrical advertising fakes:

Near Bridgeport, Barnum had a farm. One day, in the cornfield, a huge elephant appeared hitched to a plow. Numbers of trains crowded with suburbanites going to and from New York City saw the elephant and marveled at the innovation daily for a week or more. Then all New York heard of it and thousands took the trip to Bridgeport to witness the strange spectacle. Finally the newspapers interviewed Barnum, and that shrewd showman merely said that inasmuch as an elephant could do as much work in a day as ten horses, and ate only twice as much as one, it was a money-saving scheme. Then ponderous agricultural journals like the *Orange Judd Farmer* and the *Rural New Yorker* took up the question, asking seriously, "Will it work?" until the people throughout the length and breadth of the United States became eagerly absorbed in the proposition. Having secured all the advertising possible from the affair, Barnum removed his trained elephant from the farm to his circus.

One of the best of the early theatrical "fakes" was Will McConnell's spectacular and sensational advertisement during the production of "The Scarecrow," in Chicago, nearly two decades ago. McConnell used to take a well-made dummy man to the top of a tall building, where he would engage in combat with the effigy. A confederate on the street would call attention to the awful struggle on the roof, and soon the streets would become blockaded with an excited multitude. Suddenly by a seemingly superhuman effort one of the participants in the startling tragedy would hurl the other over the edge of the building and a cry of horror would rise from the throng. When the terrified populace hurried to witness the mangled remains they beheld a stuffed man, somewhat disarranged by its great plunge, but sufficiently intact to display conspicuous placards advertising "The Scarecrow," then being presented at the Chicago Opera House.

FERTILIZER MAN WAS REFUSED.

A correspondent of the *Advertising World* sends it the following story:

"C. A. Stanton, druggist, of Wurtsboro, N. Y., wishing to introduce a new line of perfumes, set off a square spot in the middle of his ad space in the village paper, stating above that the space was perfumed with So & So's Jack Rose or other perfume, changing each week the odor until he had given the readers a smell of each kind. An atomizer was used on the 'spot' as the edition was being run off. Smith's Fertilizer Works, located here, made application for a similar 'space' to be perfumed with their product, but the publisher refused."

THE progressive advertiser thinks not of what he did yesterday, but of what he is going to do to-morrow. —Fame.

THE NEW YORK COMMERCIAL ADVERTISER

Is the Oldest ----
Newspaper in the City.

It has been published over 102
years consecutively.

Its circulation is among intelligent
and well-to-do people. It goes into
the Homes of the Children, Grand-
Children and Great Grand-Children
of its Original Subscribers.

These constitute the Substantial
Elements of New York's citizenship.

They constitute also the Best
Clientage of substantial and respon-
sible business houses.

Their Attention can best be
secured through the advertising
columns of

The Commercial Advertiser

OWNING ONE'S OWN TYPE.

By Harry Ulmer Tibbens.

Having something to say, saying it well and displaying it in an attractive manner is good advertising. Everybody can't secure good display, but it lies within the power of many wide-awake business men to get much better results than they do now and at a reasonable outlay. How may this be done? By the advertiser owning his own type and borders.

There are many papers whose publishers are either unwilling or unable to add to their supply modern faces of type and border and content themselves with having the advertisements set in old type, the intelligent compositor usually trying to see how many different styles of display letter he can work into one advertisement. Type is not expensive and any progressive merchant could secure much better results by owning enough type to set his own ads in attractive style. I should estimate that sufficient for one paper could be purchased for about \$40. This would include enough display type to set up a page advertisement in a manner in keeping with modern ideas. Some may think the results would not justify the expenditure, but where it has been tried it has given satisfaction. I do not say that the newspapers should not provide attractive type for their patrons, but it is a fact that many of them do not and it is to meet these conditions that this is written.

My idea would be to have one font each of 60 and 36 point, two fonts each of 24 and 18 point, three fonts of 12 point and four fonts of eight point. If desired 72 point could be substituted for the 60 point, but I think either size is large enough for a nice display. Two sizes of the same kind of border should be purchased, say 24 or 36 point for page and half-page broadsides and 12 point for smaller advertisements. This contemplates having the body of the ad set in the type of the paper and this arrangement will be found satisfactory unless greater distinctiveness is desired, when it will be necessary to buy a case of body type.

The display type selected should be a strong face, not too light. Care should be taken to select something that will wear well and not be likely to go out of style in a short time. Consult with the publisher of the

paper you intend to have use your type and be sure you are getting something he does not have in his own office and bind him to an agreement to use your type for nothing but your own ads and job work.

I know a firm whose experience in this line convinces me that it is a good thing. This firm bought De Vinne italic when it first came out, along with a wave border and the ads in which they were used never failed to stand out from the mass. They were distinctive because of their individuality as well as on account of their size. The firm's ownership was found to be a paying investment, for the type soon came to be instantly recognized as belonging to it, and a glance at the name was hardly necessary to identify the announcement.

THE LANDSCAPE DEFACER DEFENDED.

There is a great deal said and written about the "hideousness" of the billboard, its defacement of the landscape, and the desirability of its exclusion; but after all the facts have been considered, there does not appear to us to be a reasonable provocation for this outburst. In the first place, the charges brought against the billboard do not bear the imprint of justice. Its "hideousness" exists only in the eye of the space-writer and the crank, for the designs with which the poster advertisers seek to attract the attention of the public are artistic to a high degree. In fact, they are far more pleasing than hundreds of the advertising cuts published in the newspapers. And as to defacing the landscape, we venture to assert that the billboard is no greater a disfigurement than the thousands of freakish houses and unsightly fences that are seen throughout the country. Then, too, the whole scheme of publicity is a part and parcel of the commercial era in which we find ourselves, and there is no use quarreling with what is a mere incident in its development. True, the billboard is prosaic—exceedingly prosaic. But to what point of the compass can we turn ourselves to-day and not find some form of prosaicism staring us in the face? The public itself has made the world prosaic. The public has compelled nature to give it of her stores, and it has made of them mediums of gain. Then why should it, with much ramping and raging, seek to exempt the landscape, so valuable for the exploitation of enterprise, from the general desecration? It is an unwritten law of commerce that all business methods which are honorable and profitable are legitimate; and no one will deny that the utilization of the billboard is both honorable and profitable. Therefore, there can exist no reasons for its banishment except sentimental reasons, which have no place in the life of the world to-day.—*Profitable Advertising.*

YANKEE TYPE.

American type, although 50 per cent dearer than English, is used in half the display work in Indian printing offices, which an Anglo-Indian publisher says "is hardly to be wondered at when each mail brings beautifully printed prospectuses from America; while the printer is hardly aware that an English type founder or manufacturer exists unless he subscribes to a trade journal."—*National Advertiser.*

BRIGHTEST AND BEST IN THE GREAT NORTHWEST.



The Only Democratic Daily and Sunday Newspaper in Minnesota.

Last November—for the first time in 40 years—the good people of Minnesota elected a Democratic governor.

The GLOBE was the only daily newspaper in the Twin Cities that supported the successful candidate.

The GLOBE now enjoys the undivided patronage of the United Democracy, which gives it a clientele exclusively its own, while its progressiveness and worth as a newspaper make it a welcome visitor to hundreds of Republican families.

Here is what some of the Minnesota State Press think of The GLOBE:

The people of Minnesota are indebted to the St. Paul GLOBE for its magnificent services in the cause of reform during the campaign just closed.—*Irish Standard*.

The St. Paul GLOBE has more than reinstated itself in the Democratic party in Minnesota.—*New Ulm News*.

The St. Paul GLOBE is now the best daily and next, of course, to the *Herald* the best Democratic newspaper in the Northwest.—*Belle Paine Herald*.

To the St. Paul GLOBE is due the greatest credit for the election of John Lind to the governorship.—*Waverly Tribune*.

The St. Paul GLOBE performed a good work in the late campaign. *** It is a good newspaper and no reader will suffer a loss of news by dropping his old favorite and subscribing for the GLOBE.—*Moorhead Daily News*.

The St. Paul GLOBE is first in the hearts of the Democracy.—*Aitkin Age*.

Eastern
Representative
Chas. H. Eddy,
10 Spruce St.,
New York
City.

The Globe Co.
St. Paul, Minn.

Western
Representatives
WILLIAMS & LAWRENCE,
H. Fralick, Mgr.,
87 Washington
St., Chicago,
Ill.

THE CO-OPERATIVE ADVERTISING PLAN

LOCAL and country weekly journals may be divided into two classes, says Printers' Ink—the all-at-home prints and the ready prints. The former are printed entire in the office of publication—generally with the aid of many columns of stereotype plates of reading matter—and the latter on the co-operative plan. In order to utilize a list of all at-home prints the advertiser must deal with every paper separately, which would scarcely be more profitable than sowing oats or barley by planting every grain of seed separately. In advertising in a co-operative list of newspapers, but one electrotpe is required for the entire list, only one contract need be made, and one check pays for the space, which costs the advertiser far less than the actual cost of setting up the advertisement in the same number of home-print papers.

For more than thirty years co-operative papers have been in use, and their advantages to both publishers and advertisers have been demonstrated by their steady yearly growth in number, so that to-day, of the more than 11,000 country weeklies in the United States, about 8,000 are published upon the co-operative plan. The Chicago Newspaper Union is the pioneer in the newspaper co-operative business, its Milwaukee list having been established in 1864, the first co-operative list in this or any other country.

From an advertiser's standpoint, the co-operatives offer many inducements over papers of the same class known as home prints. They are above the average in circulation, and the principal lists show that 60 per cent of them are the only papers in their respective towns. For country advertising there can be no question, making allowances for all objections, as to the advisability of using the co-operative lists.

CATALOGUES SENT ON APPLICATION.

Chicago Newspaper Union

10 SPRUCE STREET, NEW YORK, OR

87 to 93 SOUTH JEFFERSON STREET, CHICAGO, ILL.

UTOPIA DISCOVERED.

ADVERTISING AGENTS AND PUBLISHERS MAY NOW LIE DOWN TOGETHER AND NO FURTHER DIFFICULTIES WILL HENCEFORTH BESET THEIR ERSTWHILE THORNY PATHS.

On November 1st, one Mr. C. E. Raymond was commissioned by the advertising agencies of Lord & Thomas, Charles H. Fuller and J. Walter Thompson to extend an invitation to the members of the Agate Club, an association of Chicago advertising men, principally special agents of foreign publications, to a dinner to be given on the 8th of December at the Athletic Club, at which time the Agate Club was invited to present a paper on the subject "How to secure a more perfect co-operation between publishers and advertising agents." The club appointed a committee of three to prepare the paper, which appears in the January issue of *Advertising Experience*. The writers of this curious essay acknowledge they have not lived up to their suggestions in the past, but indicate their willingness to take the medicine prescribed in future—that is if a sufficient number of others will do likewise, so that the probability of loss may be effaced, or at least distributed in diminutive doses.

The practice of rate cutting comes in for one of the committee's philippics. It has done more, in its estimation, to interfere with the perfect co-operation desired than any other cause, and it has also been the chief factor in making many advertisers feel that advertising is not a commodity of any fixed value, but a sort of business lottery, or at best a method of subsidizing publishers. Where the competitive system of securing business on the lowest bid "is resorted to by advertising agents," says the committee, "the competition is often so sharp, and rates cut to such a degree as to leave no profit for the advertising agent who secures the order, unless he can induce the publisher to cut his price, and in order to get him to do this various methods are resorted to, such as giving the publisher to understand that a certain appropriation has been named by the advertiser to be used as he, the agent, may deem best, and if the publisher sees fit to allow a 'special rate in this case' he can put him on the list, but the fact of the matter is, the advertiser is not very favorably in-

clined toward his paper, etc. There are many other haggling means resorted to in such cases, all annoying to the publisher; all destructive to good feeling; all tending away from perfect co-operation between publishers and advertising agents."

And continuing in this strain it says:

How many of us know of advertisers whose business has been developed from very small beginnings to splendid successful proportions by advertising agents who have not only bestowed much study and shown great skill in said development, but who have carried the advertiser through financial straits, only to have their skill and patience and generosity rewarded by the advertiser transferring his business to some competitor, simply because he, the advertiser, can save a few dollars by giving his business to some other advertising agent who is willing to "cut rates" in order to gain a victory over a competitor. When such means to secure business are resorted to, business honor goes begging. Even when the agent who developed the advertiser retains his business in the face of competition thus encouraged by the advertiser, the spirit of co-operation between the advertising agent and the advertiser is to a great degree destroyed and no agent can render the heartiest service in the face of such treatment.

The remedy proposed for the alleged evil is the elimination of competitive bids by uniform action of both publishers and reliable advertising agents. The publishers of the leading magazines and newspapers are to have a definite understanding with the leading advertising agents as to an equitable rate of commission; and the agents on their part are to agree not to divide this commission, such cutting resulting in being erased from the list of recognized advertising agents. The small fry, those who practically give away all their commission in order to secure the order, hoping to recoup themselves later, being discouraged on all sides and unable to place any advertising, will gradually disappear, their disappearance being conterminous with the entire elimination of competitive bids. Thereafter the advertising agency business will be the only one where the price asked for a service cuts no figure.

The committee claims that when an advertising agent accepts a commission from a publisher he becomes an agent or representative of that publisher, and this position makes apparent, in the committee's sight, the absurdity of expecting a better rate from the representative than from the principal. The agent's status is thus described:

At one extreme is the great class who have goods to dispose of. At the other extreme are the consumers—the buyers. Reaching this latter class are numerous publications, the publishers of which are willing to sell a portion of

their space to the class who have goods to dispose of. Simply stated, the publishers are the sellers of advertising space. The advertisers are buyers. There are thousands of these two classes. Necessarily there must be much waste of time, energy, money, on both sides, if each individual case is to be treated with. To meet this contingency, certain individuals establish themselves at convenient points and say to the sellers of advertising space—the publishers—“Furnish us with your prices and the rules adopted by you governing the sale of same. Send us your publications regularly. State what commission you are willing to allow us for selling said space, and we on our part will undertake to represent you with the parties who wish to buy advertising space. For this commission allowed us by you, we will sustain an establishment for the purpose of bringing you and the buyer of advertising space together. We will tell him the advantages your publication possesses as a means of selling his goods. On the one hand we will save you the trouble and expense of soliciting business and collecting accounts. You deal with us instead of dealing with many. We assume all financial risk, and will pay your bills promptly. Furthermore, we will do all in our power to develop new advertisers. We will thoroughly equip ourselves to serve the interests of advertisers, giving them good advice to the best of our ability, thus becoming both your servant or representative and the servant of the advertiser. We say to the advertiser, we can save you much trouble and time, thus saving you much money. Our experience and skill is of great value to you. We know the value of certain mediums as suited to your wants. We are the publishers' authorized representative. We are paid a commission by him for our dealings with you in his behalf. When you deal with us, his representative, you can rest assured that you will get just as good terms as if you dealt with the publisher direct. This is a simple, old-fashioned view. Conducted in this way, there can be no question of the legitimacy of the business. If the paying of a commission by the publisher to the advertising agent, in the manner stated, can in any sense be called the giving or taking of a bribe, then we do not know what constitutes honorable compensation for service rendered. In our estimation, the advertising agent is in no sense a “wholesale buyer” or bulk buyer of advertising. He does not buy to sell again. He simply notifies the publisher that he has found a customer or customers for certain space. He pays just as much in each case as the individual advertiser would, less the regular commission allowed him by the publisher. He is no more a “bulk buyer” than is the insurance agent who solicits risks, and asks the company or companies to issue the policies after the risks are secured.

Among other matters treated in the paper under review are free notices and advertisements in newspaper directories. The free notices are mentioned as the bane of the publisher's existence, and it is earnestly recommended that they should not be granted. A similar recommendation is made in reference to position unless paid for extra. In regard to the advertisements in newspaper directories, it is recommended that the publication of a newspaper directory be made a co-operative enterprise, not an individual one:

If an understanding could be arrived at as to some uniform commission for the leading

publishers to pay the agents as suggested by us in this paper, and an agreement on the part of said publishers and agents that rates should be lived up to, and then if it were mutually agreed that a directory were necessary for the mutual benefit of agents and publishers, we would favor the issuance of such a directory at stated periods as might mutually be agreed upon, and that the expense attending its editing, publication and systematic distribution among general advertisers be apportioned among the interested parties, on some systematic plan. Then if the separate agencies wished to issue other books, lists or pamphlets for the purpose of advertising their own business, let them bear the expense themselves. We believe that some such method would tend to promote more cordial relations between publishers and advertising agents.

The present system of paying for the publication of directories by soliciting advertisements of publishers is denounced as being a method to secure extra rebates or commissions; and it is stated that the contributions of the publishers pay for the publication of the directories twenty times over.

Among other denunciations is one against the growing tendency on the part of many advertising agents to try to prevent the publisher or his direct representative from gaining access to their clients. “In many instances,” says the committee, “where the publisher has dealt direct with the advertiser, and in some instances where he has created the advertiser by demonstrating to him that advertising will pay, as soon as the agent gains a foothold he forthwith proceeds to tack up a sign referring all solicitors for advertising to the agent. We know,” continues the committee, “that in many cases this sign is displayed, not by request of the advertiser, but at the sole request of the advertising agent. If the advertising agent is the representative of the publisher he should be willing that the publisher should have access to the advertiser, especially so when the publisher wishes to assist the advertiser to a better understanding of his medium.”

NOTE.—It is rumored that while arriving at the sage conclusions chronicled above, the venerable Mr. Lord crooked his elbow in vaulting the horizontal bar—the athletic club having no other—and Mr. Fuller absent-mindedly poured a pint of apollinaris into Mr. Thompson's ear trumpet. One quart of champagne and one barrel of Bethesda Water enlivened the festivities.

THE CYCLE STORE WINDOW.

If there is any one detail which is neglected or overlooked by the average cycle retailer, it is the store window. While every other storekeeper in his vicinity devotes attention to the display in his window, the cycle dealer rarely, if ever, gives it a thought. Week in and week out, year in and year out the window exhibit is the same, a bicycle standing broadside in a rack.—*Bicycling World*.

THE AGENT BE —!

WHAT SHALL THE TRADE PRESS DO
ABOUT COMMISSIONS?

On the evening of January 19th Mr. Henry Ferris, of Philadelphia, read a paper before the American Trade Press Association at a meeting at the rooms of the Hardware Club. Mr. Ferris said the commission question was the old question between business methods which are antiquated and vicious, but which have the support of time and tradition, and new and correct methods, which we are half afraid to adopt, just because they are new. "The system of commissions is, in my opinion," he remarked, "nothing but a ball and chain, fastened on the Trade Press, hindering and holding it back. All the arguments against commissions in general advertising apply to trade advertising; and beside these, there are special reasons why the system is peculiarly injurious to the Trade Press."

The assumption that it is due to competition that the commission system still prevails is given its euthanasia as follows:

Publishers are apt to think that the competition in advertising is closer than in any other business. The fact is, it is not so close, because the personal element enters far more into the question. When you are buying a ton of coal, or a bushel of potatoes, the question is quite simple. It does not make much difference what person you buy from—the price and the quality of the goods are the points to settle; but when you consult a lawyer or a doctor it is quite a different matter. You don't get competitive estimates on personal services. The reason is that you want a certain man, and unless his price is out of all reason, you pay it and engage that man. With trade papers it is much the same way. One trade journal is not a substitute for another. The man who believes in the *American Machinist* or the *Electrical Engineer* is not likely to be satisfied with some other paper instead. This is the case, even where he has not had experience, but is just beginning to advertise; if he is an old advertiser, his tendency to go into certain papers is still stronger. If advertising in the *Electrical World* has brought him steady results for five years, do you think that he will refuse to advertise in the *Electrical World*, because some other paper offers him the same service at ten per cent lower rate? I say "the same service," but the fact is that no other paper can offer the same service, any more than another doctor can offer the same service as Dr. Weir Mitchell, or some other lawyer the same service as Joseph H. Choate.

Going into details, Mr. Ferris continues:

My view of this question is that of the writer of advertising—a profession which is growing at the same time that the system of commissions is losing ground. The advertising agent pure and simple—that is, the man whose business is merely to buy space cheaply—is fast disappearing, because it is becoming more and more the case that the advertiser can buy space as cheaply as the agent. The writer of advertising, on

the other hand, renders a different service. It is his business to make money for the advertiser—to advise him in choosing the best mediums, and to prepare matter which shall bring the best results. He is in the pay of the advertiser, and serves him only—or ought to.

Now the advertising agent, if he renders no service but to buy space cheaply, does not create business; on the contrary, his tendency is to lessen the amount of everything done. Please note that I say "if he renders no other service," because nearly all advertising agents do now render other service than this. The reason that the agent pure and simple does not create or increase business is that his attention is concentrated solely on buying space. Now no advertiser ever got rich by buying space cheap. The only way to make money by advertising is to put effective matter in the space bought. The advertising writer, by making advertising pay, therefore tends to increase advertising; because an advertiser who makes money by his advertising would be an ass if he didn't increase it.

The point I wish to make clear is that the system of commissions tends to bolster up the advertising agent, who does not create business, and to hinder and embarrass the advertising writer, who does create business. If you cut off commissions, the advertising agent must do something for the advertiser, or go out of business. As fast as commissions are reduced you see its natural effect—that is, that the writers of advertising are increasing, and that advertising agents are adding the writing of advertising to their functions. It seems to me obvious that this movement is to the interest of the publisher, and the more he does to help it along, the wiser he shows himself to be.

Now what are the objections to the commission system, especially as it affects the Trade Press?

First comes the well-known fact that commissions unsettle prices; and the point I wish to emphasize especially is that it tends to unsettle them most on the best class of business. As commissions are not proportioned to the work done or the service rendered by the agent, but to the amount of business, the agent will offer the greatest inducements for the largest business. Now his one great inducement, his trump card, so to speak, is a share of the commission. He will naturally offer the largest share for the largest business, and that which gives him the least work and trouble. Thus you see that the commission system tends to most completely unsettle prices on the largest and best class of business. Another objection to the commission system for the Trade Press is that under that system there is a strong tendency for business to go to the poorer papers; for it is always the poorer papers that will allow the largest commissions—and large commissions enable the agent to make a larger profit, and at the same time to give a larger share back to the advertiser. This policy is apt to end in the advertiser's concluding "that advertising doesn't pay" and so his business is lost to all the papers. On the other hand, the net system offers the advertising writer or agent the strongest motive to place advertising in the best papers—for that is the only way to get the best results; and under a net system, where the advertiser pays the agent not to buy space but to get results, results are the only thing that counts.

In truth, the commission system is merely a plan for enabling the agent to underbid the publisher. It is merely giving the agent a knife to cut the publisher's throat with. To give him the knife and then blame him for using it would be childish. What I am advocating is that you should take the knife away from him—that you should take all knives away from everybody. If there is one thing on

earth which the Trade Press does not need, it is a go-between whose business is to cut rates.

The great need, however, is that whichever way the matter is settled, it should be settled. At present advertising is done on neither one system nor the other. Where the status of the agent is made perfectly clear, there is no difficulty. Take the case of papers like the *Ladies' Home Journal*, which allows a certain invariable commission to advertising agents, and makes rigid provisions for preventing any part of that commission from being given back to the advertiser. In such a case there is no difficulty, because everybody concerned knows just where he stands, and everybody else knows, and everybody knows that everybody else knows. Then take the case of papers that will allow no commission to anybody. There, also, everything moves smoothly. The advertiser knows that he is getting the bottom rate—for there is but one. The advertising agent knows that there is no margin in that class of business, so he lets it alone. The advertising writer knows where he must get his pay, and he gets it there. He knows also that he must make the advertising pay, or he will lose his customer. If he does make it pay, the papers get increased business. Thus the advertiser makes money, the advertising writer makes money, and the papers make money.

The trouble is the whole business is in a transition state. We have gotten partly away from the commission system, but have not yet reached a net system. If an advertising agent, or an advertising writer, takes business for insertion in trade journals, the chances are that some of those journals will allow him commissions, and some will not. The result is that the agent will probably have to get part of his pay from the advertiser, and piece it out with as much as he can get in commissions. This system is thoroughly demoralizing; and yet as

things are now it is hard to escape from it. The tendency is to decrease and cut off commissions; but as long as some commissions remain, the advertiser will try to get the benefit of them, through the agent.

The standing objection to cutting off commissions is that the other papers won't do it. Many a publisher will say, "Oh, I should be glad enough to cut off commissions; but there are Jones and Smith and Brown, who will never do it in the world; and if I cut off commissions, I shall simply hand over a large part of my business to them. Nothing I could do would please them more, for they know that then they would be able to get my business."

A publisher who argues in this way either does not realize his own strength or else he isn't strong. This is the old objection. It used to be argued that a man could not afford to stop lying in business, because all the rest of the trade would keep on doing it, and this would put him at a great disadvantage; but we have now got beyond this point. We have come to realize that the advantage is with the man who doesn't lie; and the more his neighbors do the greater is his advantage over them. In the same way, merchants used to argue that the one-price system would drive away their trade. Now, in most lines of retail trade the one-price system has become so thoroughly established that no one thinks of proposing anything else. The one-price man has so clearly the advantage over his competitors that everybody recognizes it.

Now as to the practical matter of how to bring about the reform, I am reminded that when the question of resuming specie payments was up, Greeley said that "the way to resume was to resume." My idea of the way to abolish commissions is to abolish them. The whole publishing world is moving in that direction; the chief point is to make it move faster.

THE MINNEAPOLIS TIMES

The accompanying table shows the total columns of paid advertising, exclusive of city and county printing, carried by the four Minneapolis and St. Paul morning papers during the past year. The figures are interesting and valuable as demonstrating the relative popularity of the respective dailies as advertising mediums. It will be noted that THE TIMES carried more advertising than any of its contemporaries:

	Cols.	Ins.		Cols.	Ins.
THE TIMES.....	9,493	19	THE TIMES		
Tribune	8,863	15	Total, Dec., 1898.....	875	4
Pioneer Press.....	8,129	15	Total, Dec., 1897.....	671	16
Globe, St. Paul.....	5,709	17	Increase.....	203	10

**Average Paid Circulation for 1898.. { Daily 31,139
Sunday 41,226**

W. E. HASKELL, Manager.

D. C. McCONN, Supt. Adv. Dept.

**Special representative, J. E. VAN DOREN SPECIAL AGENCY,
31 Tribune Bldg., New York. 905 Boyce Bldg., Chicago.**

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

WASHINGTON, D. C.

Mr. Charles F. Jones, New York, N. Y.:

DEAR SIR—I am connected with the advertising department of a large department store, and I would like to ask you a question and will be obliged if you will answer it through your interesting department in PRINTERS' INK.

In preparing the advertisements I have very little difficulty, but after the advertisements are prepared I have a great deal of trouble in having the proper persons in the store keep track of what is advertised so that the customers can be served properly when they come. I am also inclined to think that our buyers do not watch competitors' advertisements as they ought to, and thus are not posted upon the market price at which merchandise is sold.

Will you be kind enough to tell me what system I should adopt to keep track of these things?

As I am asking these questions personally, I will be obliged if you will not mention the name of the house with which I am connected.

Yours truly,

The duties of an advertising man for a large department store are so numerous it is hard to tell where they begin and where they end. The advertising man who wants to be a complete master of his business must know the details of every part of the store's life and follow them up with careful system. The good general at the front does not begin to have as hard a job in keeping his men in fighting line and supplied with the necessities of warfare as does the advertising man in a department store when he attempts to keep the buyers and floorwalkers and other persons in the establishment in sympathy with the push and enterprise of an up-to-date store.

In the first place, in department store work, my experience has taught me that it does not pay to take any man's word for anything. Everything should be in black and white and signed so that no buyer or no floorwalker will have an excuse that he did not know his duty and therefore could not perform it. I shall give below a series of forms which I have used in a number of department stores with advantage. These forms are printed at the top of manila sheets, the blank space below the printing being used for pasting or attaching the accompanying copy, to which the printed heading refers. It is always well to get up each advertisement sufficiently in advance to have it set and read the proof. An ad-

vertisement the proof of which has not been seen is quite likely to be full of errors. Having had the advertisement set up and receiving proofs of it, the advertisement may be cut into parts and to each buyer should be sent the part pertaining to his department. Two clippings of each advertisement should be attached to each sheet, one being pasted on so that it can not be taken off, as the sheet is to be signed and returned to the advertising department. The other clipping can be pinned to the sheet so that the buyer can detach it and retain it himself for his own information. Below is the form of the printing on the top of the sheet to which these proofs are attached. In the blank space can be inserted the buyer's name, the date on which the advertisement appeared, and day and hour at which the sale begins:

Mr. _____, Buyer:

Below you will find a proof showing what we expect to advertise for your department _____; sale to begin _____.

Please read this proof very carefully. We wish to avoid any exaggerations or misstatements in descriptions, general talk or prices. If such misstatements exist you must mark on this sheet your corrections and sign your name to it. If no misstatements exist, your signature on this sheet will certify to its correctness. Proofs must be read carefully, as buyers will be held accountable for misstatements which they have signed as correct.

This matter is of immediate importance and this sheet should be sent back to the Advertising Department within five minutes after its receipt. Delays can not be allowed.

Attached to this sheet will be found an additional proof of this advertisement which you can retain for future reference.

When all parts of the advertisement have been O. K'd by the buyers, the advertisement itself may be O. K'd by the advertising department and sent to the newspaper for insertion. As soon as the advertisement appears in the paper two clippings of the advertisement should be cut up and sent around in like manner with the form below:

Mr. _____, Buyer:

Below you will find a clipping of an advertisement of goods in your department which was published _____; sale to begin _____.

Please report in writing on this sheet, with your name attached, the result in sales of these

advertised goods. Please be as explicit as possible in making report, and see that it reaches the Advertising Department by —.

Attached to this sheet will also be found an additional clipping of the advertisement, which you can keep in your possession for future reference.

The buyer is expected to hold this sheet until the sale is over or has sufficiently progressed for him to gain an idea of its result, and he must then send the sheet back to the advertising department as is instructed thereon. At the same time that this form is sent around to the buyers another form should be sent to all the floorwalkers, as they have more particularly charge of the clerks and come in contact with the customers who answer the advertisement. The form below explains in itself what the floorwalkers are expected to do.

To the Floorwalker of Department—

Below you will find a clipping of an advertisement for your stock which was published —, sale to begin —.

This clipping must be passed around to every clerk in your department who may be called upon to show these goods. Have all clerks read the clipping carefully and sign their names below. After all the clerks have signed it, also sign your name and return this sheet immediately to the Advertising Department. Pinned to this sheet is an additional clipping of this advertisement which you can keep in your pocket for future reference.

At the end of each day please report to the buyer of your department how the goods have sold from the advertisement, as he has another slip in his possession upon which he is to make a report of sales to the Advertising Department.

In keeping track of competitors' advertisements it is well to send around to all the buyers clippings of every advertisement used by any competitor. The clippings can be used with the form below, and the buyers should be expected to follow out the details just as stated. In the blank space in the form can be inserted the name of the buyer for whom it is intended, the name of the competitor whose advertisement it has been taken from, and the date and papers in which it appeared.

Mr. —, Buyer:

Below you will find clippings from an advertisement of — which appeared in the papers —.

Buyers are expected to carefully read these clippings in order to keep themselves posted as to what prices other people are quoting. If there is anything in these clippings that may appear to be sold at a less price than we are offering similar quality, the buyer is expected to investigate and purchase samples. As soon as these samples have been seen, the buyer must report to the Advertising Department in writing over his signature the result of the comparison and submit the samples for the inspection of the advertiser. If it is not necessary to purchase samples on account of the buyer being positive that his own goods are lower, the prices at which we have the goods

must be marked on this sheet and must be sent at once to the Advertising Department with the buyer's signature thereon. These reports should be made, if possible, within an hour from the time clippings were received.

Attached to this sheet is an additional clipping of the advertisement which the buyer can retain for his department's use and future reference.

These forms, if properly handled, insure several things. They first insure that if the buyer has made an error by intent or through carelessness, the advertising department has written proof of the fact that the error was made by the buyer and not by the advertising man. This makes the buyers a great deal more careful in reading and passing upon any announcement. The form sent to the floorwalker insures not only that he knows what has been advertised, but that every clerk in the department is also acquainted with the statement that has been made in the papers.

There is no excuse for any customer coming into the store and the persons in the department claiming that they did not know the goods were advertised. The other forms with which the buyers are concerned insure that the advertising man is kept posted upon the general results that may have followed, and thus the advertiser not only has the sales of the day to refer to, which he of course will secure from the office, but also has the buyer's judgment as to whether the advertisement was paying him or not. The form for keeping track of competitors' advertisements insures that every buyer reads what other people are doing, and this is one of the most important parts of advertising a general store that is usually neglected, not only by the buyers but by those whose duty it is to keep them in line for business.

* *

BUFFALO, N. Y.

Mr. Charles F. Jones, New York, N. Y.:

DEAR SIR—In dressing a show window with very high-class goods do you think it is advisable to put prices on the goods? For instance, I have a window at the present time in which I am showing four ladies' suits, all of them marked to sell at more than \$100 each. Would it be better to mark the prices so that the public could see them in the window, or just to show the goods and tell the prices if any one came into the store to buy? Yours very truly,

R. B.

If the store is a very high-class store that caters only to people who buy high-class, expensive goods, then it might not be objectionable in some cases to put the prices on these fine garments, but I think as a rule, no matter what the store, prices like these

had better be left off. In the first place people who buy goods of this character do not care to have their neighbors or the public generally know how much they paid for their garments, or if they do want the public to know anything about the price, they usually want them to think that their \$100 suits cost \$200 or \$300. It strikes me that it would be quite natural for the majority of women not to care to buy these \$100 suits that had been marked in the window, for the reason that many who might pass the window and afterwards see the suit, would probably remember what it cost.

If the store is one that caters to the medium class as well as to those who buy expensive goods, then I am quite sure it is out of place to show price tickets in the window on such expensive garments. The majority of people are not judges of quality, and nine-tenths of the women who pass any store would not appreciate the excellency of the suit to justify a \$100 price. I venture to say that women would think to themselves that the \$100 suits were not a bit better than some they had seen elsewhere at a great deal less money. Thus the store would be likely to get the name of being a high price store, which it would not get if no tickets were on these goods. The women who pass the store would then appreciate the beauty of the garments and will say to themselves that when they wanted a suit they would certainly come to this store, as it had such beautiful suits, whereas, if they knew the price was \$100, it would drive away a great deal of the medium class of trade. A \$10 or \$20 suit in the window, with a ticket on, will cause a great deal more talk than a \$100 suit, because you have no opportunity to examine carefully the quality, and the distance and the intervening glass imparts to the cheap suit almost the same beauty that belongs to the more expensive one. My advice would be to put price tickets in the show window on all \$10, \$15 and \$20 garments, but keep them off where the prices run up much higher. * *

CINCINNATI, Ohio.

Mr. Chas. F. Jones, New York, N. Y.:

DEAR SIR—I have a store devoted to selling ladies' and men's furnishing goods. The store is doing very well, particularly the ladies' furnishing department. I also sell a good many men's furnishings, but my customers are principally all women, although I believe my location is excellent for men's trade. Can you tell me some ways of getting men to come into the

store and buy furnishing goods? I want to sell to men who have no wives to buy for them.

Yours truly,

K. WALLACE.

A store handling goods for both men and women must keep these goods separated if they want to get many men buyers. If the store is large enough, or has two entrances, it is an easy matter to separate the goods, putting the men's goods around and near one entrance, and the ladies' goods around and near the other entrance. If the store has only one entrance, devote one side or corner near the front exclusively to the men's goods. Men when they buy for themselves do not wish to be mixed up with a crowd of women shoppers. The men's stocks should have men salesmen. Women will quite frequently be just as well satisfied to buy their goods from men as they would from clerks of their own sex, but as a rule men will not buy the goods which they wear from women. If a man comes into a store to buy a suit of underwear and sees nobody but women clerks to wait on him, nine times out of ten he will turn about and go out as quickly as possible.

To please the men buyers furnishings must be served in quite a different way from what they would be served to the men's wives were they buying them. Men like to see stocks kept in perfect order and spotlessly clean. They do not care for bargain counters, and want to see the goods which they purchase come out of the boxes on the shelves. When a woman buys men's furnishing goods she wants to handle them. She would rather select something that is laid out on the counter and slightly finger marked, for then she thinks she is getting a bargain for her husband.

As a rule women who buy men's furnishing goods only buy staples. It is the unlaundried shirt, the ten-cent collar and the twenty-five cent necktie, which makes up a large part of the purchases women make for their husbands. If the store wishes to draw both men and women, it might be well to keep these cheaper grades that women buy a little further in the rear of the store, having the better goods which the men buy themselves close to the front. Men buy all the novelties that are sold in furnishing goods, and a store that caters to their trade must have all the new things, and all the better things, if it wishes to tickle their fancies.

NOTES.

THE Reliable Poultry Journal Publishing Co., of Quincy, Ill., issues a catalogue of poultry cuts.

NELSON CHESMAN & Co. are placing some fine quarter-page magazine advertising for the Riley Electric Comb Co. of Newark, N. J.

MR. GEORGE F. KINNEAR, formerly advertising manager of the Washington Post, is now in charge of that department of the Louisville Commercial.

A NEWBORN (N. C.) lumberman advertises as follows: To cure dyspepsia take a wood saw and saw buck three times a day. For sale by J. C. Whitty & Co.

ONE of the great bugaboos to the prospective advertiser is the Chinese puzzle rate card generally sprung on him by the advertising solicitor.—*Newsperdom*.

W. S. M. GOLDSMITH has assumed the management of the Louisville Commercial. Mr. Goldsmith was formerly business manager of the Washington, D. C., Times, and is a well-known newspaper man.

THE Kingston (N. Y.) Daily Freeman, of January 18th, contains the decision of Judge Landon denying to Dr. David Kennedy the right to use his trade-name, previously sold to the Dr. David Kennedy Corporation.

FROM February 16 to 18, inclusive, the International Press Union will hold a congress in Washington, the sessions to convene at Willard's Hotel. Among topics to be discussed will be "The Advertiser's Place in Journalism."

PRINTERS' INK, published at 10 Spruce street, New York City, has been the means of helping many an advertiser over "rough places" and likewise making him wise in the science of advertising.—*Indianapolis (Ind.) Daily Live Stock Journal*, Jan. 10, 1899.

FOR thirty years George P. Rowell & Co. have published the American Newspaper Directory, and it is acknowledged to be the most complete and correct compendium of the newspaper business in the United States.—*The San Francisco Examiner*, Sunday, Jan. 3, 1899.

A PUPIL of the Little Schoolmaster writes: Crowley, La., and Salisbury, N. C., are taking a page in many of the immigration papers. Six inches double column in the center of the page is taken to describe the towns' general inducements to settlers. This is surrounded by the business cards of those merchants who furnished the money to carry out the plan.

WILLIAM H. RHODES, of Hartford, Conn., is the proprietor of a business that is both unique and valuable. It consists in the collection of names of people in every department of life, which, after having been properly classified, are sold to advertisers. One of Mr. Rhodes' specialties is the collection of births, and he

guarantees to furnish customers with the names of ten thousand "new arrivals" every month.—*Profitable Advertising*.

AN ingenious jeweler has constructed a human faced clock fitted with a phonograph, and any short message spoken into its ears is repeated at intervals through its mouth. Some day you may go into a drug store and be politely, yet automatically, invited to try a Ripans—one gives relief—for the leading stockholder in the Ripans Chemical Co. is a noted advertising scientist, who is also a director in the Seth Thomas Clock Co., of Thomaston, Conn., and is on the lookout for novelties in this line.—*Press and Printer*.

ONE would have thought it was snowing on looking into the window of the Van Arsdale Boot and Shoe Co., Greenwich, Conn., recently. The bottom of the window was covered with cotton batting, while small pieces of the same material were strung from the ceiling on several cords. Small pieces of cotton were also dropped promiscuously on the branches of evergreens which surrounded the window on two sides. A choice selection of footwear was placed in a tasteful manner among the "snow drops."—*Shoe Retailer*.

OTHER things besides wisdom cause people to talk. A few years ago a man proceeded to divest himself of his trousers in the City Hall Park and, to quote Mr. Munsey, "it gave rise to an amazing amount of anxiety all along the line," that is to say, people talked about it. They were not any more "anxious" than they are about Mr. Munsey, and it was not on account of any "interest" in the pantsless gentleman that they predicted that he would regret his rash act. I believe that the gentleman's explanation was that as he was Emperor of New York, he proposed to set a new and economical fashion.—*Allan Terman, in the Ga. vanised Journalist*.

A PHILADELPHIA correspondent writes: A large number of the wholesale and jobbing houses of Philadelphia have banded themselves together to make that city an attractive place for retail merchants by offering to refund their railway fares if purchases of a sufficient amount are made there. The rebate is paid through a central bureau on presentation of a coupon from a member of the "combine" and is figured on a basis of one per cent of the purchase. It is thought to be a more effective inducement than the half fare merchants' excursions heretofore promoted by Philadelphians, which usually resulted in attracting buyers to New York as well as Philadelphia.

GOOD advertising is simply telling the people about something they want or believe they want in a way that will make them buy.—*The Advertising Man*.

PRINTERS' INK of New York
City: "The circulation expert of
the United States."

—The Chattanooga (Tenn.) Times.

THE SUGAR BOWL ONCE MORE.

LOS ANGELES, Cal., Jan. 13, 1899.

Editor of PRINTERS' INK:

We notice with interest the discussion in PRINTERS' INK as to the paper west of Chicago giving the greatest value to advertisers in proportion to rates charged. We naturally think the *Times* should win this contest, and to show the reasons for the "faith that is in us" submit the following statement of facts in regard to the circulation and advertising rates of the *Times*:

For the year 1898 the sworn circulation of the *Times* has averaged 26,131 copies. For the last three months, or since the effect of the war on newspaper circulation has ceased to be a factor, our circulation has averaged a trifle over 24,000. Our minimum annual daily advertising rate is 40 cents an inch each insertion, run of the paper, or a trifle less than three cents per agate line. Our annual advertising rate for full position is 60 cents an inch, or a little more than four cents per agate line, or in other words our minimum rate for run of the paper advertising is a slight fraction less than one-eighth of a cent per agate line per 1,000 circulation. This, we believe, is a lower rate per 1,000 circulation than that of any of the other papers in the contest. Further than this, when it comes to quality of circulation, the *Times* is the one paper having a general circulation in Los Angeles and throughout the Southwest. It is the one paper of this whole country, and the fact that our subscription rates are higher than those of any other paper published in California (75 cents per month daily and Sunday) is a guaranty that a class of people read the *Times* who have money to spend with advertisers. We say, therefore, that our minimum advertising rate, as shown by schedule which we inclose, taken in connection with quantity and quality of circulation, proves the *Times* to be the paper published west of Chicago which gives advertisers the greatest value for their money. As "the proof of the pudding is in the eating," the statement put out by us last year showing that the *Times* printed more inches of paid advertising matter during two months of 1898 than any other paper in the United States, the New York *Herald* alone excepted, in evidence that the advertisers of the country are aware that the *Times* gives more for the money than any other paper, and have acted on their knowledge of this fact and patronized the paper to the extent which made the above statement possible.

You published a statement some time since that our rate was 12½ cents an agate line, and it is true that we do charge \$1.50 per inch for a one-time advertisement, but as the contest seems to be based on a comparison of minimum rates, we have considered it best to put

ourselves in the proper light by explaining our schedule. Our motto has always been that it is better to charge a fair rate for advertising and get business than a high rate and never get it. The advertising columns of the *Times* demonstrate the wisdom of this course, in our case at least. Yours truly,

THE TIMES MIRROR CO.,
By Harry Chandler, Gen. Manager.

COMMENDS THE HOUSTON "POST."

HOUSTON, Tex., Jan. 13, 1899.

Editor of PRINTERS' INK:

I respectfully ask why only two of our Texas dailies receive the distinction they do under your "Quality" caption at the hands of the three alleged advertising experts. The trend of thought largely predominating politically and by reason of analogy, also in the agricultural and commercial circles, as well as among the toiling masses in field, mine and factory, or workshops, is in favor of the Houston daily and semi-weekly *Post*, while the character of readers is as high in educational knowledge among all classes as this great State affords. In the matter of circulation and influence, and as a factor in trade and commerce, the offspring of agriculture, as well as the greatest force in Democratic Texas to listening ears, beamful eyes, and loving hearts, I am of the opinion (with nearly 200,000 Democratic majority in evidence) that the rating and standing of the alleged experts in regard to Texas dailies ought to be revised, and the Houston daily and semi-weekly *Post* included. As is well vouched for, its commercial value is of the highest, and its influence is commensurate with our State, while its conservatism is in a high plane, respected alike by all political parties for its fairness. Besides, it is a newspaper of the first class, and in all respects I consider my contention for a better rating well founded.

Yours fraternally, EDWIN E. OVERALL.

PUBLICITY WORKS BENEFIT.

FREDERICK F. INGRAM & Co. }
DETROIT, Mich., Jan. 19, 1899. }

Editor of PRINTERS' INK:

Permit us to thank you most cordially for mentioning our name in the little editorial notice on page 26 of your issue of January 11 that referred to concerns making a speciality of producing articles adapted to the mail order business. We are receiving numerous inquiries regarding this kind of goods that this article in PRINTERS' INK is responsible for. We are sure that PRINTERS' INK must have a very large clientele and it must go to those who appreciate its value and read it.

Again thanking you, we are, yours truly,
F. F. INGRAM & Co.

*
* PRINTERS' INK has taught me a big proportion of
* what I think I know about advertising. PRINTERS' INK
* galvanizes fresh life into my brain 52 times a year.
* PRINTERS' INK brings me in business whenever I adver-
* tise in it. One (ad) gives relief. I haven't missed
* reading an issue of PRINTERS' INK for eight years. I
* use it whenever I begin to get slack.
*
*

E. A. WHEATLEY.

AMENABLE.

CHICAGO, Jan. 20, 1899.

Editor of PRINTERS' INK:

A local tailor calculates that it will occupy two minutes of a business man's time to read his announcement, hence accompanies his circulars with a check for seven cents to compensate the reader for the time thus consumed. Mr. Tailor made the mistake of mailing one of these to Collector of Interior Revenue Cayne, who at once detected the absence of the customary stamp, and proceeded to notify the tailor that he must pay two cents for each check.

It has suggested the idea to Mr. Cayne that soap manufacturers who issue certificates redeemable by grocers are alike amenable to the extent of five cents on each certificate. Brewers who use labels promising a rebate on bottles must pay a tax for each label.

IRA P. ROWLEY.

IN CHICAGO.

CHICAGO, Jan. 19, 1899.

Editor of PRINTERS' INK:

The very latest in perambulating advertisements is a large yellow hound. His master had begun training him to carry parcels and baskets in his mouth, and as the animal grew expert he decided to turn the accomplishment to account. A small signboard was made, in the top of which was cut an opening, somewhat resembling the handle of a basket, and fitted to the dog's jaws. The board was painted black, and on both sides were inscribed the words, "Buy your groceries at 359 Lake street." The dog carries the sign proudly and as he trots and runs after the store's delivery wagon he attracts much attention.

HARRY L. BIRD.

WINTER BICYCLE REPAIRS.

WOODBURY, N. J., Jan. 19, 1899.

Editor of PRINTERS' INK:

A. S. Wilson, bicycle dealer here, is following the advice of a PRINTERS' INK writer and advertising bicycle repairs in the "slack" season. He is using four inches, double column, in the daily and four weeklies of Woodbury, changing his card in each issue, and is presenting some good reasons why bicycle repairs should be made at this time.

F. A. HEYWOOD.

THE December edition of the American Newspaper Directory (quarterly), issued by Geo. P. Rowell & Co., New York, strengthens the belief, which is pretty widely prevalent, that this Directory is a directory that directs. It comes comfortably close to telling the truth about newspapers.—*The Advertising World, Columbus (Ohio), January, 1899.*

FROM NORTH CAROLINA.

CLEVELAND, O., Jan. 24, 1899.

Editor of PRINTERS' INK:

If curiosities are in order the inclosed clipping would seem peculiarly appropriate. It is taken from the want and for sale colour '15 of

FOR SALE—A judgment against T. H. Cobb and John B. Bostic for \$823.04 borrowed money. Julia E. Wolfe. Apply to W. O. Wolfe, E. Court Square and Market Street, who will also sell you a tombstone or monument of marble or granite at as low prices as anywhere else. Large stock on hand.

the Asheville (N. C.) daily *Citizen* of Jan. 20. How does it strike you? Truly,

NORMAN C. MCLOUD.

PRINTING WITHOUT INK.

A recent issue of the *British and Colonial Printer and Stationer* contains a detailed account of an invention that is intended to afford facilities for the reproduction of drawings, manuscripts, plans or other printed matter, in exact fac-simile (enlarged or reduced) of the original, which might consist of a mixture of typewritten manuscript, letterpress, drawings and natural objects, arranged to form a suitable design. The editor of the paper mentioned, having been given an opportunity to investigate the process, writes as follows:

"A feature of this new method is that no ink matter whatever is used in taking the impressions, the paper itself being coated with a chemical solution that blackens when in contact with the printing surface. The design or drawing, of whatever nature, is photographed on to a copper plate which has the appearance of being varnished with a hard coating, and on this varnished plate, when developed, the lines and letters appear. There is no etching of the metal, and the plate resembles somewhat a stone used in the lithographic process, the surface being quite level. The printing is effected without the use of ink in any form by bringing the plate into contact with chemically-damped paper, linen, silk, wood or other material, the result being a clear black impression, the density of which can be varied as desired. The resultant print resembles a copperplate or litho-engraving in clearness and delicacy. The ordinary printers' type-blocks, forms, stereotypes and electrotypes constitute in themselves a suitable printing surface, and may be used in a similar way, merely coming into contact with the damped paper to form the print, in place of, or in conjunction with, the plates above described. Any printing press in present use can be utilized for printing the plates, the inking apparatus being discarded and a device added to chemically damp the paper."

PRINTERS' INK: "The journal for advertisers, which ranks first among the mediums used by the great advertising firms of the country."

—*Evansville (Ind.) Courier, Jan. 14, 1899.*

I HAVE been a pupil of the Little Schoolmaster for the past three years, and although I am not an adwriter or advertiser, I consider the teachings of great value to me—of sufficient value that I pay five dollars a year for them. I would pay less if I could. I would pay a great deal more if I had to. For ten cents a week I am enabled to receive the advice, listen to the experience and consider the plans of the foremost business men and managers of the country—men who have been pre-eminently successful and who are willing to tell just how they achieved their success. Every week I get for ten cents that which would cost me to secure in any other way ten times that many dollars. I am studying PRINTERS' INK carefully. I read and reread every article and mark the ones which I think may be of special value to me. I believe that PRINTERS' INK sustains the same relation to advertisers that a medical college does to medicine.

E. D. SNOW.

we're the whole push

Expansion is the hope of business—concentration the method. We solicit your orders.

Personal Letters

Personal letters mean direct advertising. There's a vast difference between the ordinary "typewritten" circulars and our perfect fac-simile typewritten letters—a difference in results secured. Our methods are original and exclusive. We produce such a thorough fac-simile that we call them "counterfeits." Write for booklet and samples.

Business Writers

Many a good tale is spoiled in the telling. Much money is wasted by poor business writing. We'll construct advertising matter for you that'll get attention—force the reader's interest. The sparkling advertisements of The Mulford & Petry Co. in PRINTERS' INK are fair illustrations of our work. We coax correspondence.

Profitable Printing

We give character to our printing—make it stand out like a "sore thumb." You may study out your sentences, condense and boil down in vain, if the type formation lacks force of character. Any tyro may set the lines alphabetically correct, but it takes brains—thinking brains—to design the striking impression—to make "cold letters talk."

We're doing this daily, and working 20 hours out of every 24 (Sundays excepted) that prompt, profitable printing be the satisfaction of patrons.

We coax the first order—the second will come without coaxing.

Curtis Printing Company,
DETROIT.

and the push PAYS!

THE TOWN CRIER'S SUCCESSOR.

There by that old-world inn he stood each noon,
His path in life as narrow as his mind;
There with his lusty voice the pompous loon
Proclaimed the news, contemptuous of his kind.

The scarlet coat, now faded with the dust,
For years attention it had ceased to hold,
The bell is silent in its sheath of rust;
Its final note the crier's death knell tolled.

He left a daughter in the streets to live;
Her lithesome form by day and night we see
Clad in grand gowns that artist lovers give;
Enticingly she smiles at you and me.

In many moods she waywardly delights
The passing moments of an idle hour.
Her name, the Poster Girl; the world she lights;
Her home the hoardings, and her foe, the shower.
—The Poster.

Classified Advertisements.

Advertisements under this head two lines or more
without display, 25 cents a line. Must be
handed in one week in advance.

WANTS.

CHURCH lists—600 addresses, \$2.50; 450 for \$1.50.
ANGLO-AM. ADV. CO., Grand Forks, N. D.

FOLKS to send 2c. stamp for sample pages the
Perfect Scrap Book. G. C. BAKER, Albany, N. Y.

WE buy, rent and sell letters replying to ads.
PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c.
per in. ARC ENGRAVING CO., Youngs-
town, Ohio.

WANTED—To buy or lease a weekly paper in
good country town in Ohio. Address "G,"
care Printers' Ink.

HIGH-GRADE half-tones and zinc etchings.
Send for samples. Discount to trade. NI-
AGARA ENG. CO., 615 Wash. St., Buffalo, N. Y.

WANTED—Situation on Western daily paper
by middle-aged gentleman with 12 yrs. exp.
business dep't. "EXPANSION," Printers' Ink.

WANTED—Case of bad health that R-I-P-A-N-S
will not benefit. Send 5 cents to Ripans
Chemical Co., New York, for 10 samples and
1,000 testimonials.

STAMPS wanted—Uncancelled U. S. postage and
revenue stamps bought at a small discount.
Any quantity. Write or call. CHAS. WEIL &
CO., Bankers and Brokers, 421 Broadway, N. Y.

SIXTY years selling wines and liquors. We
want your custom. Nothing sold unless
guaranteed by us. Terms and price list for
postal. C. E. SWEZEY, with Brotherhood Wine
Co., N. Y. City.

FARMS! Farms! \$450 buys 65-acre farm, good
land, fine water; only \$200 cash down. Send
10 cents in stamps for book about Chattanooga
and list of farms. CRABTREE'S FARM AGENCY,
Chattanooga, Tenn.

HALF-TONE price list. Work guaranteed.
Send good photo. One col., \$1 each, 25
per half dozen; two col., \$2 each, \$10 per half
dozen. Larger cuts, ten cents per inch. Ask for
samples. BUCHER ENG. CO., Columbus, Ohio.

MY business is placing lithographic and
typographic work to the best advantage of
the buyer. Refer to Mennen Chemical Co., A.
B. Kirk & Co., Palmer's Perfumes, M. S. WOOD,
care Brett Lithographing Co., 409 Pearl St., N. Y.

\$250 IN PRIZES! We will pay \$10 each for
25 ideas to be used in advertising
Butterine. The idea may be a drawing showing
the superiority of Butterine over butter; an up-to-
date design that can be trade-marked; a catch-
phrase or anything else appropriate. All un-
available ideas will be returned. Address Adver-
tising Department, BRAUN & FITTS, 187 North
Union St., Chicago, Ill.

HEADACHE tablets. Ten cures, 10c. JOHN L.
RAY & CO., Drugists, Albertville, Ala. Ed-
itors: publish above and get tablets for 2c. postage.

DO you want to buy a paying monthly family
and agricultural paper in the best town in
the South? Over 5,000 paid-up subscriptions. Es-
tablished several years. Printed under contract
at low cost—no plant. Will sell for cash pay-
ment not to exceed amount of accounts receiva-
ble and advertising contracts. This is a fine
business opportunity for an ambitious newspa-
per man who has a few hundred dollars to invest.
Satisfactory reasons for selling. Address "SUC-
CESS," care Box 460, Chattanooga, Tenn.

NEWSPAPER BUSINESS BROKER.

WRITE E. P. HARRIS, 150 Nassau St., N. Y., to
buy or sell a publishing business.

SCRAP BOOKS.

THE only perfect one requires no paste. Sam-
ple pages 2c. stamp. G. C. BAKER, Albany, N. Y.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, 3
West 14th St., has superior facilities for
supplying trade journals.

SUPPLIES.

THIS PAPER is printed with ink manufact-
ured by the W. D. WILSON PRINTING INK
CO., L'U'd. 16 Spruce St., New York. Special prices
to cash buyers.

ADDRESSES AND ADDRESSING.

3,000 FRESH names and addresses of pros-
perous farmers of Orange County,
California. Never been sold before. Price \$3, or
\$1 per thousand. G. S. HOWARD, Orange, Cal.

NEWSPAPER METALS.

MILLIONS upon millions of impressions made
from Blatchford stereotype, electrolyte
and linotype metals mean millions upon millions
of printed recommendations for Blatchford
metals. E. W. BLATCHFORD & CO., 64-70 N.
Clinton St., Chicago.

MISCELLANEOUS.

SHOES for business and professional men. Cat.
free. O. L. PITTS SHOE CO., Columbus, O.

WE free slaves of whisky, morphine, chloral,
cocaine and cigarettes. Your friend, rela-
tive or employee can be restored in four weeks.
Established 15 years. Address PRIVATE SANA-
TORIUM, Marysville, Ohio.

ILLUSTRATORS AND ILLUSTRATIONS.

BEST collection 1/2-tone and line cuts in U. S.
Catalogue 10c. SPATULA PUB. CO., Boston.

RETAILERS looking for attractive, clean-cut
illustrations (made to order or ready made)
should write to the J. ANGUS MACDONALD
CUT AND AD SERVICE, World Building, New
York. New cut sheet for stamp.

ADVERTISING NOVELTIES.

Ad novelties. Agents wanted, men and wom-
en. CLASP CO., Buchanan, Mich.

FREE sample mailable bill books. Business
builders. AM. BILL FILE CO., Ft. Wayne, Ind.

NIAGARA ENGRAVING CO., 515 Wash. St., Buf-
falo, N. Y. Send for samples of high grade
half-tones and zinc etchings. Discount to trade.

LOW Price Advertising Novelties with genuine
merit. Something new every day. Write
for samples and catalogue. THE WHITEHEAD
& HOAG CO., Newark, N. J.

GOLD-PLATED watches, appearance equals
\$100 gold watches, unequalled for advertis-
ing premiums, \$6 sample, \$2.50. Catalogue free.
CANTON WATCH CO., Eastport, N. Y.

FOR the purpose of inviting announcements
of Advertising Novelties, likely to benefit
reader as well as advertiser, 4 lines will be in-
serted under this head once for one dollar.

MAILING MACHINES.

HORTON MAILER (\$20 net), most exact, most rapid, most easily worked. For sale at all branches **AMERICAN TYPE FOUNDERS' CO.**

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**. Issued December 1, 1898. Price, five dollars. Sent free on receipt of price. **GEO. P. HOWELL & CO.**, 10 Spruce St., New York.

NEWSPAPER BARGAINS.

\$4,000—REASONABLE terms, if bought quick. Just reduced from \$5,500. Old established weekly not far from Philadelphia. Excellent business opportunities. **C. F. DAVID, Broker.**

\$3,500, if bought this month, **\$4,500** was price last week. Owner must sell quick to give his time to his other extensive business. **\$2,500** and more a year can be made by the right man—and such a man can buy for **\$1,000** down. Live Massachusetts town. **C. F. DAVID, Broker.**

\$250 buys the only Republican weekly in a large Mass. town. Old established, paying business. Right man can have for **\$1,000** down. **C. F. DAVID, Broker.**

C. F. DAVID, confidential broker in newspapers, Abington, Mass., 26 years' experience. If you want to buy write me just what you want, about where, about how much you will pay down, etc.

If a reliable newspaper can be bought you can bet that "**DAVID**" knows about it.

FOR SALE.

FOR SALE—Ten **RIPPA'S** for 5 cents at druggists'. One gives relief.

\$6,000 BUYS best Democratic weekly in Southwest Missouri. Only Dem. paper in Dem. county. Nets **\$4,000** year. Reason, other business. Address Drawer F, Lamar, Mo.

FOR SALE—The best paying weekly paper in Denver (pop. 165,000); big legal ad patronage; also job office. Under present ownership ten yrs. sell outright or int. only. Snap for party with a few thousand dollars cash. For particulars apply to "**PUBLISHER**," Box 540, Denver, Col.

FOR SALE—Evening newspaper and job printing plant in flourishing Pennsylvania city; firmly established; web press; new dress; job business **\$500** to **\$1,000** per month without soliciting; could be doubled. Part cash, balance easy terms. Address "**PENN.**" care Printers' Ink.

OUTFITS, with new or second hand machinery—the most value for your money. Cash or terms. **AMERICAN TYPE FOUNDERS' COMPANY**. Branches in Boston, N. Y., Phila., Balto., Buffalo, Pittsburgh, Cleveland, Cin., Chicago, St. Louis, Minn., Kansas City, Denver, Frisco, Los Angeles, Portland (Ore.), Spokane, Dallas, Atlanta.

WHOLE or half interest in a clean, bright Eastern hotel, amusement and mercantile daily newspaper. Recognized official organ Hotel Men's Association. Stands A1 in jobbing and theatrical circles. No opposition. Strict investigation courted. Valid reasons for disposing. Address "**HOTEL**," care Printers' Ink.

SIGN ADVERTISING.

BULLETIN, fence and wall. **HUMPHREYS AD-SIGN CO.**, 1227 Market St., Phila., Pa.

PRINTERS.

FINE magazine printing. New type. **KNICKER-BOCKER PER. PRESS**, 90 Fulton St., N. Y.

IF you are a believer in *printing that makes a hit*, it will pay you to send your order to **THE LOTUS PRESS**, Printers, 140 W. 23d St., N. Y. City.

PRINTING—The kind that pays is the kind we do. Fine booklets in 1,000 to 10,000 lots a specialty with us. Best work guaranteed. Country prices. **JOHNSTON & PICK**, Newburgh, N. Y.

EFFECTIVENESS considered, our type is much cheaper than any other. We give better quality, but make no extra charge for extra quality. Why buy even the second best when the best costs you no more? **AMERICAN TYPE FOUNDERS' COMPANY**. Branches in all the principal cities. Everything for the Printer.

THOSE who are looking for really good printing and do not believe that it is necessary to pay a great big price to get it, will do well to write me about it. I believe that even in the printing business it is better to charge a fair and even profit and keep busy than to be high and idle. Nothing is too small or too large to receive my careful and prompt attention. **A. B. MERITT**, Grand Rapids, Mich.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

REPUBLICAN JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

"SUCCESS WITH FLOWERS," technical, not literary; goes to the homes of the better class on 60,000 paid subscriptions. Address **DAMPMAN**, 26 W. Broadway, N. Y.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,596. A good country paper at a great trade center.

FIFTY cents only pays for a full year's subscription to **PUBLISHER**, the popular English monthly advertising journal, published by Morrison's Advertising Agency, Hull, England. Its contents include extracts from advertising mediums in all parts of the world, rendering it an international organ. Can we add you to the list!

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. ROWELL ADVERTISING AGENCY**, 10 Spruce St., New York.

For five years past I have been a pupil of the Little Schoolmaster. It gave me my first lessons in advertising and its teachings I have heeded well, profiting so much by it that my advertising is now a full measure of success. Every one who reads it must be benefited.

A. T. COOK.

HYDE PARK, N. Y., June 9, 1898.

Brooklyn Elevated

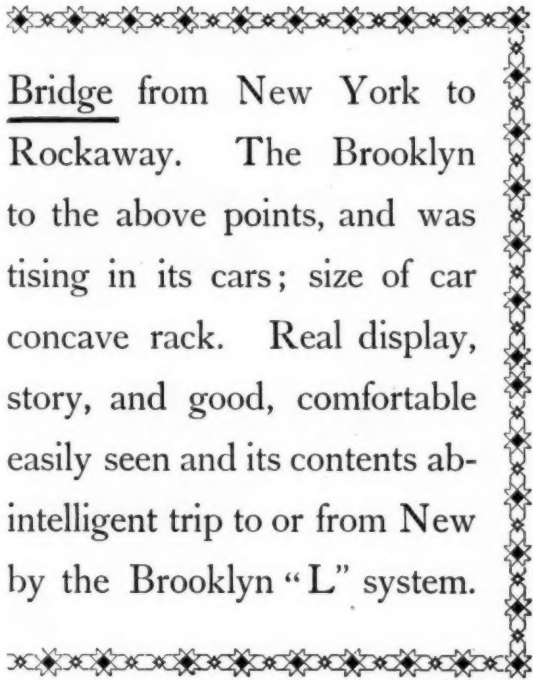
297 CARS,

Are now running over The
Jamaica, West Brighton and
“L” is the first to run trains
the First to have Real adver
cards 16 x 24 inches in a
plenty of space to tell your
cars where the card can be
sorbed at leisure on the only
York or other points covered

GEO. KISSAM & CO.

Railroad Trains...

**126 POSTER
BOARDS.**



Bridge from New York to Rockaway. The Brooklyn to the above points, and was tising in its cars; size of car concave rack. Real display, story, and good, comfortable easily seen and its contents ab-intelligent trip to or from New by the Brooklyn "L" system.

253 BROADWAY, N. Y.



The Short Cut
If You Wait
Try "COMET"
It is the one
Thousand
pay

W. H. Gannett, Publisher, Inc., Augusta, Maine Office

ut to Profit.

at Returns

PORT'' Now

ne paper in 19

ne that will

y you.

Man Offices in Boston, New York and Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, FEB. 1, 1899.

SOME publishers while generally refraining from giving accurate information about circulations, do publish certain figures from time to time of the alleged issue upon a certain day. This sort of information is generally thought better calculated to mislead than to instruct, and is supposed to be so intended.

THE best publication of its class is usually a good advertising proposition. Too many beginners want to use space in everything and do not realize that to use adequate space in the best publication of its kind will give them the most complete knowledge of their advertising possibilities at the least cost without duplication.

TRUE economy in space means that the story shall be concise and brief, but that completeness shall not be sacrificed to briefness. If the announcement is too brief to make a definite impression, all the space used is wasted; if it is complete and attractive, although longer, it is worth even more than the extra price required, because no line of it is wasted.

IF advertisers would insist upon it that substantial evidence be furnished about circulations at the time of entering into contracts for advertising, there would be less gigantic claims of publishers, and the truth would be more readily arrived at.—*The Mail Order Journal, New York City.*

A BOSTON adwriter sums it up as follows:

The weak ad generalizes. The strong ad specializes. The weak ad "talks" a good deal. The strong ad says a good deal!

SOME publishers refrain from furnishing circulation figures, alleging as a reason that their competitors are so unscrupulous they can not attempt to compete with them in lying. The publishers who take this position are, as a rule, the greatest prevaricators in the business. They are mainly to be found in the offices of moribund publications that have once been influential.

PUBLISHERS of some prominent and excellent papers, learning by observation and inquiry, that the public gives the paper credit for issuing more copies than it really does, would regard it as the height of foolishness to let it be known what their actual issue really is, for in that way they would voluntarily relegate themselves to a lower place than the one the public willingly accords.

THE Houston (Tex.) *Post* has just issued a booklet called "Just Facts," the perusal of which tends to strengthen any impression one has previously had of what an important newspaper in its field the *Post* is. It appears that the *Post* paid for postage during the fiscal year ending June 30th, \$7,952.60. How significant these figures are will be seen when it is stated that all the other Houston papers combined paid during the same period only \$413.60 for the same purpose, while all the Galveston papers, including the *News*, expended only \$3,605.15, less than one-half of the *Post's* expenditure.

COMMENTING upon a recent full column editorial criticism of the American Newspaper Directory that lately had place in a New York City daily, the editor of the Butler (Ind.) *Herald* says with much truth in his issue of January 6, 1899:

If the New York *Press* made the bluff as above stated, it ought to suspend publication, or else get a business manager qualified to distinguish between day and night. The American Newspaper Directory is the one book that 98 per cent of general advertisers accept as conclusive evidence of circulation in the distribution of business. If the editor of the New York *Press* has a circulation that he wishes advertisers to know, he can get it correctly rated in the American Newspaper Directory simply by making a statement for a year past, signed, not with a rubber stamp, but with pen and ink.

The Directory will give the rating as claimed, and it will cost the paper in question a two-cent stamp to mail it with—nothing more.

SOME publishers always furnish the American Newspaper Directory with a carefully prepared circulation statement that is true and accurate, and these always find a true and accurate circulation rating in the book, and are likely to regard the book and to speak of it as a careful, accurate and painstaking publication.

Collier's Weekly, a New York "illustrated journal of art, literature and current events," is so good a paper that it may safely be said of it: "of its class there is none better." If *Collier's Weekly* is appreciated as its merits deserve, it will soon be able to achieve one marked distinction over all rivals by being willing to tell advertisers how many copies it prints. That will be making progress indeed.

WHEN a publisher can make a circulation report that pleases him he is somewhat inclined to emphasize its prominence by inserting an advertisement in the American Newspaper Directory, but when his report does not reach figures that gratify him he is less inclined to send it to the Directory and still less inclined to advertise his shortcomings. In after years he notes that his circulation rating was high when he advertised in the book and lower when he did not, and the circumstance that the facts about his circulation were about as stated sometimes fails to be as satisfactory to him as the theory that the editor of the Directory must have reduced his circulation rating because he did not advertise in that particular issue.

IN an editorial notice of the American Newspaper Directory, in a recent issue, the Nashville (Tenn.) *Banner* directs attention to an important feature overlooked by many. That is that this Directory gives, besides the usual descriptive information, a record of the circulation ratings accorded to every paper of importance extending over a period of several years, all of which can be relied upon as reasonably correct. "The attention given to this detail renders the Directory indispensable to most persons who wish to be posted as to the real business importance of American publications," says the *Banner*. What a paper has been for a series of years past it is likely to be for the year to come, and that after all is what the advertiser wishes to know.

THE American Newspaper Directory for December is as usual valuable in what might be termed J K L information. Newspaper publishers who decline, when requested to give a verified circulation statement, have only themselves to blame if the rating given is not satisfactory.—*Ohio Newspaper Maker*.

Counting all American publications only one in four prints so many as a thousand copies. Consequently a newspaper man must be exceptionally able, fortunate or mendacious to get anything better than a J K L rating. Many exceptionally good papers are in the J K L class and their owners feel a conscious pride in even hearing the words "one thousand" mentioned in connection with their journals. The publisher who sells over six hundred copies regularly has reason to think well of himself.

COMMENTING upon information contained in PRINTERS' INK and in the American Newspaper Directory about circulation of newspapers in North Carolina, Mr. H. M. Holleman, advertising agent, No. 91 Pembroke street, Boston, Mass., says:

The papers of North Carolina, with the exception of the *Charlotte News*, are extremely reticent about giving any information concerning their issues, neither do they care for foreign advertising. They lack the push and energy, and the only way any one can ascertain facts concerning them is to associate with them. That is how I know what I do about them.

Advertisers who went to learn facts about North Carolina circulation find Mr. Holleman's method rather slow and decidedly expensive. Supposing Mr. Holleman to be correct, the better scheme would be for the advertiser to spend all his money in the *Charlotte News*.

THE newspaper publisher is a peculiar individual in many ways, but in nothing is his peculiarity so marked as in the matter of self-advertising. Theoretically the publisher ought to be the best advertiser in the world. Practically, we regret to say, he isn't. He admits with a candor as cheerful as it is delightful that to advertise his publication in the right mediums would be productive of profitable results; but with a remarkable resignation to martyrdom, he decides that it is his duty to refrain from benefiting himself in this manner, because there are so many wrong mediums in the field. He clings to this reasoning just as closely as if it contained the very essence of plausibility, allying himself with associations organized on platforms embodying this principle.—*Profitable Advertising*.

SOME publishers refrain from giving any information about their circulations, and regard inquiries concerning circulation as impertinent. These have no respect or regard for or confidence in the American Newspaper Directory.

THE *National Advertiser*, New York City, assumes to have ascertained that:

A publication devoted principally and persistently to exploiting fakery and as an organ for its owner's vindictiveness is not the kind of a paper the advertising community wants or that the newspapers of the country will patronize.

THE *New York Press* is proving by assertions that its issue is larger than it was a year ago, and wants the Mayor of New York to investigate and verify its statements; but is careful not to make any comparison between its circulation to-day and in 1894, when it was sold for a cent and proudly willing to let an advertiser know how many copies it actually did print. The advertiser who reads the *Press* circulation editorials of to-day, and supposes its gains to be as stated, naturally wonders how small its edition had become when the alleged gains began. It would be interesting to know what the advertiser thinks of himself when he reviews the advertising bills he paid to the *Press* in those times of depression, and reflects upon the density of his ignorance which led him to pay them without kicking.

THE yellow newspaper, with its immense circulation, is purchased by thousands every day. Of those thousands how many save it for future reference and reading? The percentage will be found to be very, very small. On the other hand, there are trade newspapers, weekly illustrated papers, magazines and high-class publications of which nearly every issue is saved by the subscribers and carefully filed away for the future. Not only are they thoroughly read, but they contain such interesting matter that they are re-read and are then read again.—*The Hardware Trade*.

The percentage of those who save their trade paper or their popular monthlies or weeklies will be found to be little greater than the percentage of those who save their newspapers, yellow or otherwise. The buyer of a monthly magazine may, indeed, allow it to lie round the house until the next issue appears; but that fact by no means indicates that he reads the advertisements for thirty days; after he has looked over them once, the probability is that he never glances at them again, although he may take up the magazine several times during the month to peruse an article or story in it.

THE successful ad shows the reader some advantage in the proposed purchase.

We have for a score or more of times in the past called the attention of newspaper publishers to the wisdom of framing advertising rates with the cost of production in view. Each advertiser should certainly pay an amount proportionate to the space occupied by his own announcement of the cost of the issue of the paper containing the same with a reasonable profit added. For illustration, supposing that the actual weekly expense of a country paper, with, say, twenty per cent added to expense for profit, is \$60, and that twenty columns of advertising are available; each column should yield \$3 a week at least.—*National Printer-Journalist*, January, 1899.

So also a farmer should add a profit to the cost of raising corn. If his land is poor and only produces ten bushels to the acre and it costs him \$20 to cultivate the acre, he should get at least two dollars and a half a bushel for his corn. The fact that another farmer somewhere else can sell corn profitably at 40 cents a bushel need not interest the farmer at all. The fact that nobody wants his corn at two dollars and a half a bushel need not interest the farmer at all. The fact that the editor of the *National Printer-Journalist* is making a donkey of himself by giving advice just now need not interest anybody at all.

PRINTERS' INK having stated on the authority of the American Newspaper Directory for December that the circulation of the *New York Times* was not more than 40,000 copies daily, and Mr. Adolph S. Ochs, publisher of that paper, having found fault with this publication, PRINTERS' INK, on January 18th, printed the following paragraph:

Mr. Adolph S. Ochs, publisher of the *New York Times*, assures PRINTERS' INK that the *Times* now prints more than 40,000 copies daily—many thousands more. When asked how many thousands more Mr. Ochs looked the other way. Any statement that Mr. Ochs makes, PRINTERS' INK always believes.

This does not seem to satisfy Mr. Ochs. He says that the daily circulation of the *New York Times* is several ten thousands more than 40,000 copies, the figures given. Mr. Ochs declines to supply any further information about the circulation of the *New York Times*. PRINTERS' INK, like the American Newspaper Directory, is willing and anxious to give publicity to any newspaper's statement regarding its circulation, believing that any information that it can secure from newspaper publishers enlightens the advertiser.

WHEN a circulation reaches an exceptionally high average the publisher makes a report for the American Newspaper Directory, and when his figures appear commends the Directory as the great national authority on newspaper circulations.

WHEN the circulation of a paper falls below the figures reached for a preceding year the publisher generally refrains from making any circulation report for the Directory, and if the Directory editor reduces his circulation rating on that account the newspaper man is somewhat tempted to believe the Directory little better than a black-mailing scheme.

THE publisher of the American Newspaper Directory inaugurated the first attempt since the beginning of the world to rate newspaper circulations in a book. For thirty-one years he has attempted to make his circulation ratings as nearly perfect as possible. Through all the thirty-one years he has listened to and carefully considered many criticisms concerning the methods adopted for the preparation and publication of his book. Through all the thirty-one years he has made repeated attempts to induce newspaper men at conventions and gatherings to agree upon and specify some better method than the one he has adopted. Never during the thirty-one years has he had any success in his appeals to newspaper men for suggestions or seen any intimation that he ever would have success in his efforts in this direction. The impression has been strong, the evidence overwhelming that the great majority of newspaper men do not want to have any information conveyed to the public about their circulations. That the great majority of newspaper men would render it impossible to publish a newspaper directory if they had the power is undeniable. This feeling, however, is not now as strong as it used to be. Some persons assume to think that the time is not far distant when those newspaper men who actually do wish to have their circulations known will even be in the majority. The time is already here when the wisest advertisers refuse to consider advertising in any newspaper that is not rated in the American Newspaper Directory unless it be one of the comparatively small number that for a generation has been conspicuous.

THE San Francisco *Bulletin* of Sunday, January 1st, speaks in eulogistic phrase of Edgar John Arnold as follows:

Undoubtedly one of the greatest developments of modern advertising is the huge mail order departments being built up by several great Eastern firms and also a few on the Pacific Coast. The mail order business stands out pre-eminently as the actual visible results of advertising and it is therefore entirely proper for such a one as Edgar John Arnold to be placed at the head of Hale's huge mail order department of this city. Mr. Arnold was for some time on the advertising staff of the *Call* and later advertising manager for the largest grocery house west of Chicago, Goldberg, Bowen & Co., of this city. He left them to enter the general field, and by energetic, pains-



EDGAR JOHN ARNOLD.

taking work on original lines in advertising soon made himself most prominent among the writers of advertising on this coast. The natural result was that he was soon the recipient of offers to join large firms in the capacity of advertising manager. He joined Hale's (the largest dry goods combination on the Pacific Coast and the largest advertisers—having seven stores in seven cities) in March, 1898; specially engaged for season 1898-1899 and 1900. Hale's are firm and persistent believers in and users of newspaper publicity (large users of space in such journals as the *Bulletin*) and their success has been one of the great features of Pacific Coast retailing. The present move in putting such an advertiser as Mr. Arnold in charge of the mail order department in connection with his other duties is in line with the progressive policy of this California firm. Mr. Arnold is one of the youngest adwriters in America, of English parentage, of

collegiate education, and his last book on advertising undoubtedly made him known to advertisers—big advertisers—allover the States. The field for the display of his abilities is wider than ever with the broad and liberal policy of the firm he represents and the increased trade which 1899 will undoubtedly bring.

Mr. Arnold ought to be highly pleased with a notice in such a paper. He couldn't have made a better one had he written it himself.

GOOD advertising means revenue;
poor advertising expense.

THE *Albany Country Gentleman* once had a contract for advertising in PRINTERS' INK. While the *Country Gentleman's* advertisements were appearing PRINTERS' INK recommended advertisers who would use agricultural papers to confine themselves to a list upon which the name of the *Country Gentleman* did not appear. The *Country Gentleman* thereupon refused to pay for its advertising in PRINTERS' INK and now claims that articles have appeared wherein the Little Schoolmaster has justified such action on the part of the *Country Gentleman*.

On this point the *Country Gentleman* is in error. PRINTERS' INK favors its advertisers all it can, but never favors them at the expense of its readers. No advertiser in PRINTERS' INK does now exercise or ever has exercised any control over its editorial utterances. The *Country Gentleman* is a good paper—an exceedingly good paper. As an agricultural paper its rank is of the highest. Its subscription price is \$2 per year, which is high compared with a majority of agricultural papers. Its actual circulation is an unknown quantity. It is no discredit to the *Country Gentleman* to be omitted from a list of the agricultural papers that give advertisers most for their money.

The *Country Gentleman* compares with the larger circulating agricultural journals about as the *Atlantic Monthly* compares with *McClure's Magazine* and the *Ladies' Home Journal*. The *Atlantic* would not expect to be mentioned in a list of the magazines that give advertisers best service for their money, but it has a constituency of its own nevertheless—and so has the *Country Gentleman*. Luther Tucker & Son, publishers of the *Country Gentleman*, are honest men in intention doubtless, but they owe PRINTERS' INK for advertising and they owe it to themselves to pay up.

OUR POST-OFFICE.

Office of
LEA BROTHERS & Co.
PHILADELPHIA, Jan. 11, 1899.

Editor of PRINTERS' INK:

In your issue of December 21, 1898, occurs a paragraph stating that "The Post-Office Department has ordered that postmasters who inform business houses that certain matter is undeliverable and will be returned upon receipt of the necessary postage must mention the names of the addressees, so that merchants may know whether it is worth while to send return postage, and if it is not may be able to correct their lists even without doing so. The improvement was made at the suggestion of the Whitehead & Hoag Co., of Newark, N. J."

We welcomed this information and wrote the Post-Office Department for full circular of instructions. We are just in receipt of a reply stating that "postmasters are forbidden to give the name of addressees when notifying the senders of second, third and fourth-class matter, that such matter is undeliverable."

As the matter is of some importance to us, we should be glad if you could clear up this contradiction, and if the statement of the Post-Office Department is correct, it would be a very desirable reform if your paragraph could be made true. Yours very truly,

LEA BROTHERS & Co.

JAN. 14, 1899.

Messrs. Lea Bros. & Co., Philadelphia, Pa.:

DEAR SIR:—We suggest that you write to the Whitehead & Hoag Co., from whom we secured the information. After receiving their reply return it and this letter to us and we may perhaps wish to go into the matter further.

PRINTERS' INK, O. H.

PHILADELPHIA, Jan. 14, 1899.

Messrs. Whitehead & Hoag Company, Newark, N. J.:

GENTLEMEN—The inclosed letter will explain itself. Please return it to us with your reply, thereby obliging, yours sincerely,

LEA BROTHERS & Co.

Office of

THE WHITEHEAD & HOAG CO.,
Mfrs. of badges, buttons, flags, banners
and advertising novelties,
cor. Washington and Warren streets.
NEWARK, N. J., Jan. 16, 1899.

Messrs. Lea Bros. & Co., 706 Sanson street, Philadelphia, Pa.:

GENTLEMEN—Referring to yours of the 11th inst. and attached correspondence, we take pleasure in inclosing you herewith copies of our letter of November 9th to the Postmaster-General, and the reply of Hon. Perry S. Heath, First Assistant Postmaster-General, of December 9th. We, too, have been waiting for the new cards to go into effect, and as yet have not seen them. We think that another letter from you to the Post-Office Department, referring to Mr. Heath's letter by number—"C. H. A. 26,382," will probably bring you a different reply than the one referred to in yours of the 11th to Geo. P. Rowell. Yours truly,

THE WHITEHEAD & HOAG CO.
H. R.

NEWARK, N. J., Nov. 9, 1898.

Hon. Chas. Emory Smith, Postmaster-General, Washington, D. C.:

DEAR SIR—We do a very large mail order business, and recently have been sending out samples of valuable merchandise to our customers. In order to avoid loss incident to bad mailing, we have made our own lists of addresses at great expense, and purpose to keep them accurately checked up so that if possible nothing will be mailed to an address

which the postal officials can not readily find. We have been careful about our street numbers, and were getting along all right until the regulations went into effect, requiring postmasters to notify us that fourth-class matter was detained in their office because it could not be delivered for various reasons. Now we are receiving numbers of notifications that mail matter awaits our order if we will send postage stamps for its return. These notifications in very few instances contain the name and address of the party for whom they were intended on the package, and we can not check them on our lists. Houses like ours, doing a mail order business and making an honest effort to send matter only to good addresses, can not check their lists, and we therefore write to ask if it is not practicable for you to direct postmasters to state on the notification cards the names and addresses on the undeliverable package, and the reason for non-delivery. This will enable us to correct our lists. Unless this is done you can readily see that the mails will be constantly burdened with matter which can not be delivered, and as houses like ours are quite as anxious as the postal authorities not to send valuable goods more than once to a "dead," "removed or unknown" address, we respectfully ask for relief in the premises.

Yours truly, WHITEHEAD & HOAG CO.,
H. R.

POST-OFFICE DEPARTMENT,
First Assistant Postmaster-General.
CHA26382 Division of Correspondence.
WASHINGTON, Dec. 9, 1898.
The Whitehead & Hoag Co, Newark, N.J.:
GENTLEMEN—Referring to your letter of recent date, in which it is stated that you do a very large mail order business, and send out valuable merchandise to customers, I beg to advise you that a new card has been prepared by the Department, and a supply will be ordered for postmasters, and be furnished to them as quickly as possible, which card provides that when notice of undelivered matter is mailed to the sender, the class of matter and name of addressee be placed on the card. Very respectfully,
PERRY S. HEATH,
First Assistant Postmaster-General.

PHILADELPHIA, January 17, 1899.
Editor PRINTERS' INK:
Inclosed we return ours of January 11th to you with your reply on the bottom, and also ours of the 14th to Messrs. Whitehead & Hoag Co. of Newark, and their reply to us covering four sheets, which sheets please return to us when read. We have addressed Mr. Madison Davis, Acting Third Assistant Postmaster-General in Washington, giving an abstract of this correspondence and asking for a copy of the card prepared by the Department for postmasters, and for any circular of instructions which they may issue for the public.

Yours very sincerely,
LEA BROTHERS & Co.

It has been said that the average life—in office—of a postmaster-general is about eighteen months. That period, while short enough in itself, is sufficiently extended to enable an official to make a host of regulations not only in conflict with those of his predecessors, but even in conflict with those which he has previously made himself. If the Post-Office Department would inaugurate a scrap-book, wherein the various so-called decisions would be pasted, and see to it that

some effort be made to decide two exactly similar cases, coming under the same regulation, in the same way, it would be a distinctly progressive step, making the intelligent use of mailing privileges less a lottery to business men than it is at present. The only objection to such a method would be that it might tend to reduce the number of officials, for those whose sole labor at present is to prove that black is white would be deprived of their positions.

REACHING ROMAN CATHOLIC INSTITUTIONS.

Office of
MINNEAPOLIS BEDDING CO. }
MINNEAPOLIS, Jan. 9, 1899.

Editor of PRINTERS' INK:

We have taken PRINTERS' INK for nearly two years and have never asked a question yet. We have one now we would like you to answer if you can and will. What would, in your opinion, be the best means of bringing our business before the Roman Catholic institutions in the States from Illinois west to the Pacific coast? Very truly yours,

MINNEAPOLIS BEDDING CO.,

Pet A. G. White.

The Little Schoolmaster submitted this inquiry to four advertising experts. Three replied that the way to do was to secure the names of all the institutions wanted in the territory named and communicate with them direct with good printed matter. The fourth suggested the use of the following publications:

San Francisco (Cal.) *Monitor*.
Chicago (Ill.) *New World*.
St. Louis (Mo.) *Der Herold des Glaubens*,
Church Progress.
Milwaukee (Wis.) *Catholic Citizen*.

LISTS OF FARMERS.

Office of
"GLOBE-JOURNAL." }
J. H. Smith, Manager.
DUBUQUE, Ia., Jan. 13, 1899.

Editor of PRINTERS' INK:

Will you kindly give me the address of any concern furnishing farmers' list for catalogue or circular mailing purposes, and greatly oblige. Very respectfully,
C. E. FITZPATRICK,
Advertising Manager.

County clerks usually have lists of farmers in their respective communities for sale which can be secured for small sums in each case, although the aggregate expenditure necessitated by such a procedure is apt to be high enough. The easiest way to get into communication with sellers of such lists would perhaps be an advertisement in PRINTERS' INK. Reaching farmers through the various publications devoted to them will prove more effective than the other method at a tithe of the cost.

AN ADVERTISING PAWN-BROKER.

Mr. E. A. Kennedy, the manager of this, the main branch of the pawnbroking business of R. Simpson & Co., in speaking to the PRINTERS' INK reporter, said:

"Yes, advertising is an innovation in our line of business. But then the

R. SIMPSON & CO.,

(Estab. 1827),

Have Opened Their Branch

Loan Office and Safety Vaults,

143 West 42d Street, near Broadway.

LOANS TO ANY AMOUNT.

BARGAINS IN FINE DIAMONDS.

whole way in which we conduct this place is a radical departure from pawnbroking traditions and methods."

"How?"

"Well, we have safe deposit vaults, we have private, I might say secret entrances, elaborate private offices—more like parlors—and isn't this beautiful interior more like a sumptuous jewelry store than a pawnbroker's shop? But the greatest departure—and it is that which first impelled us to advertise—is the absence of the symbol."

"Yes, where are your three balls?"

"Haven't any outside or in the place. We have them outside of our other store, 195 Bowery, but we do not advertise from there. Our windows here look like jewelry-store windows, too."

"How long have you been advertising?"

"Ever since we opened here—more than a year ago. We determined to conduct this on a high plane, and having no insignia of the business to display, we made our announcements in the papers. It answered as well, if not better. Our first advertisements were mainly reading notices. By the way, we ran a three-line reader on the first page of the *Sun* steadily for more than a year—just discontinued."

"What other mediums have you used?"

"We have used or are using the programmes, the L roads and the street cars and some of the dailies."

"Which do you employ now?"

"Only the *Herald*, *Mail* and *Express* and the *Evening Post*. Oh, we also use a few near-by country papers."

"Is the *Evening Post* effective for you? I should think its readers

would scarcely be apt to employ a pawnbroker."

"Some of them feel the sting of poverty, and that class usually have objects to pawn which are worthy of good loans."

"How about the *World* and the *Journal*?"

"We have never used either, though for no reason."

"Do you try to key ads—trace results?"

"We do not. Ours is not like a material business, wherein we supply the customer with tangible goods. We must be very tactful and delicate, and dare ask no questions that are not distinctly to the purpose and relevant."

LURING RECRUITS.

Some readable advertising cards were put out lately by the officer in charge of the United States recruiting office at Allegheny, Pa. Since stories of poor rations and bad treatment have been rife, it has been a hard job to get recruits into the army. The Allegheny officer held out such inducements as these:

"How many men are working hard all day long with barely enough wages to live on, while friends in the army are working three hours a day and save \$15 a month?"

"Come, boys, a dead snap; \$15 a month and board for doing nothing. Oh, what a pleasure it is—enjoy it!"

"A chance now for several good men to join the Twelfth infantry, the best regiment in the army. It was in the front line of Chaffee's brigade, and is now ordered to Manila."—*National Advertiser*.

ALL AILING PEOPLE
INVESTIGATE
Dr. Bennett's Health Builder
and Nerve Bracer.
NO DRUGS. NOT A MEDICINE.
Care Alcoholic's Guiltiness.

Send to your agent and
we will forward photo-
graphs, book and illus-
trations, telling of
this wonderful
discovery.

YOU
SHOULD KNOW
Dr. Bennett's
ELECTRIC BELT
Restores power and makes men and
women strong as Gibraltar.

Call or Write. Send, Enclosures, Circulars and Address Free to All.
Dr. Bennett Electric Belt Co. 832 Gibraltar St. N. Y. C. 1871, N. Y.

HOW ONE ADVERTISER UTILIZES THE PRUDENTIAL CO.'S GIBRALTAR CUT. AN ELECTRIC BELT THAT MAKES MEN AND WOMEN STRONG AS GIBRALTAR OUGHT TO HAVE A WIDE FIELD OF USEFULNESS.

THE DAILY NEWSPAPERS.

The lever that molds public opinion, quickens enterprise, directs action and accomplishes quick results in the largest degree, in these last days of the outgoing century, is the daily newspaper. This is so apparent that it may be safely set down as an axiom. Among all classes of periodicals the daily, by universal consent, is of that one class which alone could not be dispensed with. Dailies are read everywhere, by all sorts and conditions of people. They are read for business, pleasure, instruction and occupation. They alone are in touch with every important or unimportant issue of the day; read at the breakfast table, the office, and, in the evening, at home, their value is incalculable, their influence inestimable, their enterprise wonderful. The spirit of life, action and "push" so conspicuously characteristic of daily newspapers, has a resulting influence and value upon their advertising columns, which are thus brought more closely to the readers' attention, and perused with greater care, and bring in earlier and more satisfactory returns than can elsewhere be looked for. Magazines and weeklies have their place—an important and productive one—in the advertising world; they are by no means, as a class, to be disregarded; neither should the opportunities they offer be undervalued; but the best and largest purchasing attention is attracted to and the quickest results are derived from the daily. The shrewd advertiser begins with the dailies and ever keeps them in mind, supplementing at proper intervals weeklies and monthlies of recognized value to reinforce and intensify his daily space.

Three close students of newspaper statistics and values for more than thirty years past, after a careful reading of the various daily lists which recently appeared in PRINTERS' INK and still later in pamphlet form, have compiled the following as in their judgment the best two dailies in each State for the general advertiser. [Those marked with an asterisk (*) are believed to issue less than 1,000 copies.]

ALABAMA.
Montgomery.....Advertiser.
Mobile.....Register.
ARIZONA.
Phoenix.....Republican.
Herald.
ARKANSAS.
Little Rock.....Gazette.
Democrat.

CALIFORNIA.
San Francisco.....Examiner.
Chronicle.
COLORADO.
Denver.....Times.
Evening Post.
CONNECTICUT.
Hartford.....Times.
New Haven.....Register.
DELAWARE.
Wilmington.....Republican.
Morning News.
DISTRICT OF COLUMBIA.
Washington.....Evening Star.
Post.
FLORIDA.
Jacksonville.....Times-Union.
Metropolis.
GEORGIA.
Atlanta.....Journal.
Constitution.
IDAHO.
Boise City.....Statesman.
Lewiston.....Tribune.
ILLINOIS.
Chicago.....News.
Record.
INDIANA.
Indianapolis.....News.
Journal.
INDIAN TERRITORY.
So. McAlester.....Capital.
Ardmore.....Ardmoreite.
IOWA.
Des Moines.....News.
Leader.
KANSAS.
Topeka.....State Journal.
Capital.
KENTUCKY.
Louisville.....Courier-Journal.
Times.
LOUISIANA.
New Orleans.....Item.
Times-Democrat.
MAINE.
Portland.....Express.
Press.
MARYLAND.
Baltimore.....Sun.
American.
MASSACHUSETTS.
Boston.....Globe.
Herald.
MICHIGAN.
Detroit.....Free Press.
Evening News.
MINNESOTA.
Minneapolis.....Tribune.
St. Paul.....Dispatch.
MISSISSIPPI.
Jackson.....Clarion-Ledger.
Vicksburg.....Herald.
MISSOURI.
Kansas City.....Star.
St. Louis.....Republic.
MONTANA.
Anaconda.....Standard.
Butte.....Miner.
NEBRASKA.
Omaha.....World-Herald.
Bee.
NEVADA.
Reno.....Evening Gazette.
Virginia City.....Chronicle.
NEW HAMPSHIRE.
Manchester.....Union.
Mirror and American.
NEW JERSEY.
Newark.....Evening News.
Jersey City.....Journal.
NEW MEXICO.
Santa Fe.....New Mexican.
Albuquerque.....Citizen.

NEW YORK.	
New York.....	Journal, World.
NORTH CAROLINA.	
Charlotte.....	News.
Raleigh.....	News-Observer.
NORTH DAKOTA.	
Fargo.....	Forum and Republican.
Grand Forks.....	Herald.
OHIO.	
Cincinnati.....	Post.
	Enquirer.
OKLAHOMA.	
Guthrie.....	State Capital.
	Leader.
OREGON.	
Portland.....	Oregonian.
	Evening Telegram.
PENNSYLVANIA.	
Philadelphia.....	Record.
	Inquirer.
RHODE ISLAND.	
Providence.....	Evening Telegram.
	Evening Bulletin.
SOUTH CAROLINA.	
Charleston.....	News and Courier.
Columbia.....	State.
SOUTH DAKOTA.	
Sioux Falls.....	Argus-Leader.
	Press.
TENNESSEE.	
Memphis.....	Commercial Appeal.
Nashville.....	American.
TEXAS.	
Houston.....	Post.
Dallas.....	News.
UTAH.	
Salt Lake City.....	Tribune
	Herald
VERMONT.	
Burlington ..	Free Press
	News.
VIRGINIA.	
Richmond.....	Dispatch.
	Times.
WASHINGTON.	
Seattle.....	Times.
	Post-Intelligencer.
WEST VIRGINIA.	
Wheeling.....	News.
	Register.
WISCONSIN.	
Milwaukee.....	Evening Wisconsin
	Journal.
WYOMING.	
Cheyenne.....	*Sun-Leader.
Laramie.....	*Republican.

The papers enumerated above were, as stated, selected by three advertising men, one of whom demurred in some instances.

In Delaware he preferred *Every Evening* to the *Republican*.

In Florida he substituted the *Tampa Times* for the Jacksonville *Metropolis*.

In Maine he selected the *Lewiston Journal* in preference to the *Portland Express*.

In Ohio he preferred the *Cleveland Leader* to the Cincinnati *Enquirer*.

In West Virginia he selected the *Wheeling Intelligencer* in preference to the *News*.

In Wisconsin he substituted the *Milwaukee Germania Abend Post* for the *Journal*.

THE RISE OF THE NAMEPLATE.

At the beginning of 1895 the lines of the Columbia bicycle were radically changed. The old double frame—so familiar to old bicycle riders—was discarded, and the Columbia became similar in appearance to every other bicycle on the market, except a few slight distinguishing peculiarities which none but an expert could detect. This radical change of appearance in the Columbia made necessary as radical a change in the advertising policy. It once more required introductory methods, for the reason that while the public was perfectly familiar with the Columbia bicycle as it had been, there was no way in which a casual observer could now tell the Columbia from any other make. It was at this time that the Columbia nameplate, now so well known, was adopted; and the double advertising policy was inaugurated of telling the public the new features that had entered into Columbia construction and showing them how a Columbia could be distinguished at sight. I remember when we went down to the bicycle shows that year the other manufacturers laughed at the nameplate device with which they said the Columbia was disfigured; but I built the advertising around that nameplate with the conviction that so superior a bicycle would do its own advertising very largely if every man, woman and child in America could know the Columbia at sight. And so successful was this policy that it forced every other manufacturer of bicycles to follow in our lead. It became a regular nameplate war.—*Wm. Bancroft, in Advertising Experience.*

MR. REYNOLDS' VIEW.

Mr. Jno. P. Reynolds, vice-president of The Walter M. Lowney Co., Boston, Mass., writes to *Advertising Experience*:

We believe that the public decide what goods the retailer shall keep. We believe that the manufacturer can create sufficient demand by advertising, not to control, but to make it so desirable for the retailer to keep his goods that he will do so, provided he does all the other necessary things that go with good advertising to make it a success, viz., has his price right and his goods right, and so distributed that they are easily obtained, and the hundred and one other things necessary to success.

Hundreds of people have been induced to advertise who wouldn't have done so had not the Little Schoolmaster been their tutor, and heeding well his teaching has made it possible to get satisfactory results.

C. A. ELMENDORF,

Mgr. Minneapolis Branch W. W. Kimball Co., Pianos.

MINNEAPOLIS, Minn., May 2, 1898.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A Massachusetts advertisement writer writes me that he prepared a series of ten ads for a Boston store and sent them in a bill for \$25, which resulted in a kick. They wanted to pay \$10. He asks me: "Do you think I am hard on them at \$25?"

No, I don't. I don't know how good the ads were. If they were worth anything they were probably worth all he charged.

It would be a good thing for advertisement writers and business men to have an understanding about price before the work is done; at least in a general way. There is no accounting for difference of opinion on what ads are worth. If a business man gives an unconditional order he should expect to pay the bill as rendered if it is not extortionate,

If he wants outside assistance on piece work he ought to be willing to pay for it as such. There is nothing to prevent his writing his own ads or having them written by a clerk on a small salary. But he is not satisfied with this; he wants something better; he wants something bright, "professional" and "expert," that he thinks will give his business a special lift; he goes outside and takes the trouble to get it and then after all doesn't want to pay any more than he would to a cheap clerk on salary.

This is wrong and unreasonable, but if it is his idea of pay let him state it definitely and let the writer for his own sake find out what the man's ideas are before he lays himself liable to a kick.

There is no way of telling from the bigness or littleness of a firm's business what their ideas will be about pay. There is no way of telling what a business man means when he says: "I am willing to pay well for this work." A price ought to be stated and agreed on in dealings between strangers.

For Shoes.

NEWS FOR MEN WHO BUY SHOES.

You'll have no trouble here in getting what shoes you want and being fitted in them.

For a Druggist.

Our Truss and Bandage Department

in itself is a complete store. We rarely have a case that we can not fit correctly from our immense and complete stock. Our reputation for low prices on first-class goods is thoroughly known.

Our Ladies' Department

is well appointed for the ladies. Here a skillful lady attendant is always ready to handle all cases.

Not New, but Good.

Your Income.

It isn't what you receive, but what you spend, that makes you prosperous or otherwise. Saving fifty cents on this, twenty-five on that, and a dime on something else, by trading at our store, in a little while spells prosperity. Even on smaller charges the saving of a nickel or a cent here and there amounts to a great deal in the aggregate. Yet our goods are just the same as if the extra charge was added to the price.

For a Paper Hanger. From the Painters' Magazine.)

Have You Seen Them?

The latest fad in picture frames, made of a broad, flat frame, tufted with cotton batting and covered with bright-hued wall paper in flower patterns or dainty French stripe effects. We have the finished frames, or will sell you the materials and you can make them yourself. We have odds and ends of imported papers that are just suited for this.

P. GREEN & CO.,

Painters and Paper Hangers.

For a Plumber.

Dent Yates

likes little repair jobs of plumbing, heating and gasfitting. And fixes busted pipes. He does work promptly. He never overcharges. He guarantees his work. The address of Kansas City's Conscientious Plumber is
1017-1019 GRAND AVE.

May Help Out Left-Overs.

Calendars

\$2,000 worth for \$200

They have just arrived and are the most wonderful values ever offered. They will sell with a rush, as \$1.00 Calendars will sell to-morrow for 20c.; 50c. Calendars, 10c.; \$1.50 Calendars, 30c. and so on. How can we do it? One way only—bought out every calendar a big manufacturer had, and bought them for cash at very low prices, and will sell them for almost nothing to make quick work of the whole lot.

At — Dry Goods Co.'s.

Ungar's One-Cent Rate

Our "50 pieces washed for 50 cents" includes these 6 sorts of linen:

Bedspreads,
Sheets,
Table Cloths,
Napkins,
Towels,
Pillow Slips,

50 Mixed
or
All of
One Sort.

We send for and send back your bundle.

UNGAR'S LAUNDRY,
Barrington St.

For a Druggist.

After the Grip

use *Pure Whisky*—the best stimulant. We offer 15 different kinds of fine whiskies bottled in bond.

5 quarts Blue Grass Bourbon, seven years old, bottled in bond, for.... \$4.00

Reliable Jones' Balsam

is the popular cough cure of — County. In nearly every home scattered over this district will be found this indispensable remedy. Everybody trusts Jones' Balsam. There's nothing mysterious and fakey about it. Every drop represents Williams Drug Company honesty and competency. Ask for Jones' and see that you get it.

For a Quitter.

This Store Quits

We are going out of the retail Shoe business, and this Shoe stock—the best ever gathered for a retail house in — City—is now being sold regardless of any idea of profit. There's but one end in view—to close up this business as quickly as possible—and we are making prices accordingly.

Here are a few sayings to start ads with:

A Quick Finish

Our Semi-Annual Clearing Sale—We depend on the good quality and little prices to finish the sale quickly.

A Good Business Axiom.

If You've Got to Lose Money

Lose It Quick

is our best motto and business principle. We've got to lose money on \$15,000 worth of Winter Shoes, on which we are overstocked.

So Here Goes.

PRICES:

This Is Reasonable.

A Sudden Drop.

This is the time of the year to look for a sudden drop in the prices of clothing. It isn't because we have charged too much heretofore, but because we are willing to let the remainder of our winter goods go for less than they are really worth.

For a Fur Store.

An Opportunity.

There may be a decided change in Jacket styles another season, quite likely to be, but there's little variation in the fashion of real, fine capes. One of these elegant Wraps need not be put aside for reason until it's absolutely worn out.

For a Piano Store.

It Will Bear Repeating

We are not hampered in any way in our piano buying. We are free to buy wherever and whenever we can get pianos to please us in quality and price. We do our buying with one idea of getting the best pianos possible for our money, and if this principle is good for us it is of necessity good for the people who buy from us.

A Good Headline.

What to Choose For a Bride

is often a perplexing question. Our Sterling Silver Department is ever ready with suggestions that have the merit of being in good taste. We quote a few:

A Good Coal Ad.

There's Always One

concern in every community that gives better value than any of their competitors, and you'll notice that they get the most desirable trade.

Coal prices are the same, but there is a difference in quality, and the best value lies in the coal that is pure, clean and in the perfect lump—unbroken. This is the kind of coal we sell, invariably. Could not do it, though, without our exclusive facilities for handling it. The experience of others has been that our coal burns longest, burns brightest and burns hottest, and makes little ash and no clinkers.

Don't you want to pay smaller coal bills? Phone 75.

A Little Weather Talk.

Through Rain and Fog

the Undermuslin Sale Progresses. Yesterday was the greatest rainy day sale in the store's history. To the thousands who braved the elements we extend our thanks. Entire forward stock will be replenished from the mammoth reserve. Friday selling, no doubt, weather permitting, will be even greater than Thursday's.

For a Lamp Store.

Live in Light Shun Darkness Save Your Eyes

Throw away the old lamp with its dim light and ugly, time-worn appearance.

BUY A LAMP

of beauty at a bargain. Big stock here too late for holiday trade. Rochester lamps in up-to-date designs and decorations, with latest improved burner, at bargain prices.

For a Special Sale.

With this month of the year the mind of every thrifty housewife turns instinctively to the —, the —, the —,

Experience has taught the friends of this store that we provide particularly these three very important items, give the widest choice and are most considerate of the purse.

For a Dressmaking School.

No Young Lady's Education Complete

Until she has mastered the art of making her own hats, cutting and making her own dresses, coats, etc.

The best school in Connecticut is

MISS RILEY'S
Dressmaking and Millinery School,
700 Main Street.

Come and talk it over. Terms easy. Day and evening classes.

A Suggestive Headline.

Economy Basement Store

Another busy Thursday among the odds and ends and new goods that make this month's merchandising the most opportune of the year for genuine savings. There are many good things awaiting you here. Note these:

For a Lamp Store.

An Easy Change.

It isn't always that fashion's changes may be followed with little trouble or expense. This change in lamp style from silk shades to glass globes is an easy one to make. The new globe will fit the old lamp. You can get a very pretty one for \$1.00 and up. They're all the fashion.

Sounds Quiet and Inviting.

MONDAY MORNING

will be a good time to visit this store for bargains. The whole week will be bargain week in earnest here; lots of new mark-downs on Monday and Tuesday. I expect more trade to-day than will be comfortable, but people will insist upon Saturday shopping.

For Clocks.

Clocks that Alarm

Are what is needed in every house. We have just received 50 more

SPECIAL ALARM CLOCKS.

They are priced \$1 each. Very good ones 85c. each. Very best ones are \$1.25.

We have a handsome lot of mantel and parlor clocks in the latest and most unique styles at moderate prices.

All goods guaranteed.

ADVERTISING DOLLAR DIAMONDS.

AN INTERVIEW WITH THE ADVERTISING MANAGER OF THE BARRIOS DIAMOND COMPANY—A HURRIED ADVERTISING CAMPAIGN AND ITS RESULTS—THE BEST DAILY MEDIUMS IN NEW YORK—THE KIND OF PEOPLE WHO BUY CHEAP DIAMONDS—THE MONTHLIES THAT PAY THE BEST.

Almost everybody who reads a New York daily has recently seen the big advertisements that have been put out by the Barrios Diamond Company, of Broadway and Canal street, during the past few weeks. These diamonds were advertised as "imitation," and therefore did not attempt to mislead the reader. They were described as being so nearly perfect in their appearance that they would, in many cases, almost deceive an expert.

Large spaces, ranging from a full page down to a quarter page, have been taken in most of the metropolitan papers during the fall and winter, and very attractive displays have been made; so much so, indeed, that a representative of PRINTERS' INK thought it advis-

able to call and try to interview the advertising manager of the concern and get from him his views on advertising matters. With this object in view the writer went to the Broadway and Canal street store and saw Mr. Goldsoll, the gentleman who has charge of the advertising for the firm.

On learning that I was from the Little Schoolmaster, Mr. Goldsoll received me very cordially and begged me to be seated.

"Take a chair," said he. "I have often read the Little Schoolmaster, but this is the first time I have had the pleasure of meeting any one of his pupils—or shall I say assistant teachers? If there is anything that I can say that will interest the readers of

PRINTERS' INK I shall feel both glad and proud to say it."

"Well, in the first place," I began, "will you kindly tell me how long the Barrios Diamond Company has been in existence?"

"About four years."

"But you have not been advertising all that time?"

"No, we have only gone into advertising to any extent this last few months."

"Why did you advertise so largely at first?"

"I don't believe any other way would pay us. We had to go in big to make an instantaneous hit. We know that we have the very best imitation diamond on the market—one that fools

even the most knowing experts at times—and we also know that there are thousands of people who, when they try our goods, are so thoroughly surprised with their value that they not only come back again themselves, but send their friends here."

"What dailies have you used in New York?"

"Pretty near all, but the ones that have, in my opinion, given us the best returns for our money are the *Evening Journal* and the *Evening*

World. They are both excellent."

"Did the others not pay you?"

"I can't say that they did, but I am well satisfied that the two papers I have just named did pay us."

"What kind of people did you look for as customers?"

"That is the strangest part of the whole business and one that is hard to believe. Do you know that the average Jew or the average German won't buy an imitation diamond? It has to be genuine or these two classes will not have anything to do with it. Again, the colored man or colored woman can't be persuaded to buy these goods; they have no use for spurious stones. The people who have been our best customers right along are



L. H. GOLDSOLL.

those whose appearance would indicate them to be clerks, bookkeepers and the general run of business men. But there have also been quite a number of the better class of buyers who have come, first out of curiosity and finally stayed to buy. You would be astonished if you only knew some of the people who have bought here."

"Such advertising as you have al-

noon the next day and plank down his dollar for whatever article he wants. In other words, this is a kind of business that demands immediate returns. We spend a vast sum of money in advertising and we feel that we ought to get prompt returns from it."

"What have you done outside the newspapers, Mr. Goldsoll?"

"Well, we have used some of the

GOVERNMENT EXPERTS DECEIVED BY GENUINE BARRIOS DIAMONDS.



Mrs. Algebe Reyna Barrios.

The Gemma 48-50 at San Francisco, who had demanded \$60,000 duty on the collection of diamonds and other jewels, are astonished at the discovery that some of these are "Barrios Diamonds," and that the entire collection did not cost \$60,000. Mrs. Barrios is the widow of a former President of Guatemala, and the jewels were considered by everyone to be the finest in the world.

Widow of Guatemala's
Assassinated President
Detained at San Francisco.

United States Customs Officials Seized Her
Famous Collection of Jewels and
Demand \$60,000 Duty.

She Wore Them on State Occasions and Everybody
Thought They Were Worth \$1,000,000.

Come to Our Store, 415 Broadway, and
See the Genuine Barrios Diamonds,
the Kind Mrs. Barrios Wore.

Why people continue to pay extravagant prices for diamonds is more than we can understand. Anybody who will read the following special dispatch, telegraphed from San Francisco last Friday to the leading newspapers of this city, will readily understand that it is no longer necessary to pay enormous sums for diamonds.

San Francisco, Dec. 16.—Mrs. Algebe Reyna Barrios's famous diamond necklace, which she has worn on State occasions in Guatemala and at social functions in New York, is not composed of high-priced diamonds after all, but of "Barrios Diamonds." Many other gems in what was thought to be one of the most magnificent collections of jewels in the world are but clever imitations. This astounding discovery was made by Custom House experts, who examined them for the purpose of fixing their value.

Mrs. Barrios, the widow of the second Barrios, President of Guatemala, assassinated like his uncle, last February, arrived in San Francisco several days ago. The Custom House officials demanded that \$60,000 duty be paid on Mrs. Barrios's jewels. She demurred, claiming that the gems were bought in New York by her late husband's agents.

The Custom House experts examined the jewels after Mrs. Barrios had failed to establish her statement by documentary proof, and the amazing discovery was made that the jewels of Mrs. Barrios, reported to be one of the wealthiest women in the world, are, many of them, only "Barrios Diamonds."

The jewels upon which \$60,000 duty was demanded are not worth \$60,000. Experts thought the jewels were worth more than a million dollars.

Now, what do you say to that? If Barrios Diamonds are good enough for a President's wife to wear on State occasions, don't you think they are good enough for you?

If expert jewelers, selected by the United States Government to appraise such articles, think Barrios Diamonds are the high-priced kind, do you think any ordinary citizen would detect the difference?

We defy them to distinguish Barrios Diamonds from the kind sold in high-toned stores every day for fancy prices. Don't go asking us such an important matter as buying diamonds. Come to our store and get the Barrios Diamonds.

THE BARRIOS DIAMOND CO.,

415 BROADWAY.

OPEN EVENINGS UNTIL CHRISTMAS.

All Broadway Cars Pass the Door.

OPEN EVENINGS UNTIL CHRISTMAS.

ready done—has it paid you?" was my next question.

"Well, it is this way. My idea of advertising this business is that it should be made to pay at once. If I put an ad in the evening paper—say one that a man reads on his way home at night—I want it to be so strong, so powerful and so convincing that the man will walk right in here before

magazines. Some paid us and others did not."

"What magazines paid you best?"

"McClure's and Munsey's."

"Did you use any of the cheap monthlies, such as *Comfort*, the *Vickery* and *Hill List*, and others?"

"We have tried some of them, but they were of no use to us. The readers of those papers are all right to

send five or ten cents, or to write for something that is given away free, but I have never found them worth much to sell a dollar article. So far as my experience goes there is nothing like a good strong daily of popular circulation to bring in the returns."

"But you have done a rather large mail-order business, have you not, Mr. Goldsoll?"

"Oh, yes, down at the Broad street store we did, but even then the main returns came from the two magazines I have just mentioned."

"Is it your intention to continue advertising so extensively?"

"That will depend largely on circumstances. For my own part I am thinking of going into another line of business; but whatever line I am in I hope to remember that I shall have to advertise."

"In all the ads you have recently put out, Mr. Goldsoll, which do you think was the best puller?"

"The one we used just before the holidays, after Mme. Barrios, widow of the second President of Guatemala, had been detained at San Francisco and compelled to pay duty on her diamonds. These were thought to be worth a million dollars, and duty to the amount of \$60,000 was demanded by the Government. She refused to pay, and the diamonds were appraised, with the result that the gems turned out to be regular Barrios diamonds such as we are now offering for sale. Now these diamonds had been worn by Mme. Barrios on many state and public occasions, and they always looked so well that they were believed to be of immense value. Consequently when it became known that they were imitation—really of the same kind that we were selling—I saw the opportunity and sailed in with a great

big ad that caught the town. Our biggest sales were right after that. We do not sail under false colors. We advertise just what we are selling—an imitation diamond—and claim nothing for it that is not so."

"Well, New York ought to be well supplied with diamonds after all your advertising, Mr. Goldsoll."

"It isn't our fault if everybody is not wearing diamonds now. Tell the Little Schoolmaster that I am very glad he condescended to send around one of his representatives. Good day!"

JOHN C. GRAHAM.

◆◆◆ TURKISH NEWSPAPERS.

Forty years ago there were only two papers in Constantinople, viz., the *Takvim-Vekai* (register of events) and the *Djerridei Havadis* (the list of news). The latter was edited by Mr. Churchill, and as I happened to be one of the contributors I remember well the excitement of Aali Pasha, the then minister of foreign affairs, on finding an opinion expressed about some political question of the day. "Am I or Mr. Churchill the minister of Turkey?" exclaimed the pasha, and similar declarations had to be strictly avoided.

To-day there are many large daily papers, and, although muzzled by a rigid censor, they still go on fairly, and some of them, as the *Tkdam* (application), the *Terdjuman-i Hakikat* (the interpreter of truth) and *Sabah* (morning), have a considerable number of readers. The Turks have, besides, weekly and monthly papers, treating literary, philosophic and philosophical topics, and, what is certainly most astonishing, they have got illustrated papers—pictures of living objects were formerly looked upon as a deadly sin—and last, not least, a ladies' paper called *Khanimlara Makhkus Gaze'a*, as well as a juvenile paper called *Sibyan Bazetasi*.—A. Vamberg, in *Literature*.

◆◆◆ THE NEWS OF BUSINESS.

People buy papers for the news that is in them, and the news of business is just as eagerly sought for as the news of wars, of accidents and of great events. Put news into your advertisements if you want them read. If the same item about a robbery or a severe storm were published in every issue for a month you would only read it once. Remember this fact in writing your ad and act accordingly. If you can not write it along these lines, hire somebody to do it who can.—*Agricultural Advertising*.

Undoubtedly the poultry business is a little out of line for the Little Schoolmaster, but within the past year *Printers' Ink* has aided me in securing a larger home trade than any other poultry breeder in Loudoun County.

LEESBURG, Va., Dec. 24, 1897.

JOSEPH C. MYERS.

ary; Big Sales; Immense Business During '98; Big Business Indeed; A Wonderful Statement; Seventy Millions; Enormous Sales of Ripans Tabules; Half a Million a Day; A Great Business; Ripans Sales Growing; A Remarkable Showing; A Good Showing; Big Demand for Ripans; A Remarkable Record; Ripans Tabules; Doing a Rushing Business; A Great Showing; A Large Increase; An Enormous Sale; Up in the Millions.

That telegraphic advertising has pleased the Ripans Chemical Co., and they are positive that it has caused some business to come their way—not only that, but some people who were not thought to be watching the sales or affairs of Ripans Tabules closely have written the president of the company or come in and congratulated him. That is going to count for something, and next year they calculate they will need twice as much space for their telegraphic notices.

Just think of insurance companies telling the readers of all principal papers in the country on January 2nd

how successful they have been during the past year. No stars or *advs.*, but as an item of news. Then there is the business which has had a Supreme Court decision against the imitator or infringer of their trademark or rights. What a news item it would make, and how it would protect the dealers who were about to buy the imitation article!

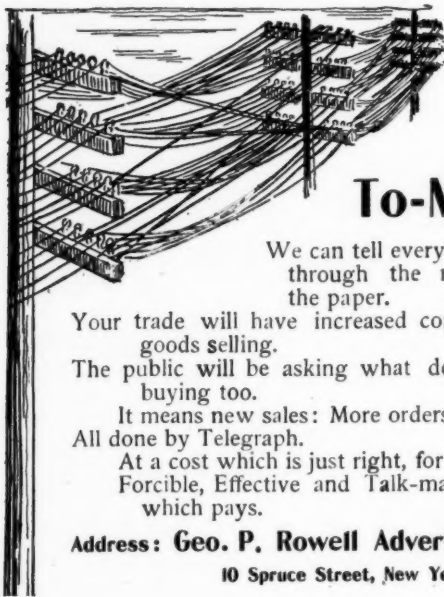
The grocer telling how his brand of coffee is exclusively used in the White House at Washington.

The champagne man about his being the only brand used at Mrs. Astor's reception.

The author of the "Christian" telling the clergymen of the country why they should read his book, and the value of the lessons he has pointed out.

The press agent telling of that popular actress who lost her diamonds and how the newspaper men have found the clews which lead to the capture of the thief.

The financial man telling why the stock of the Amalgamated Trust will be worth \$200—inside of three weeks.



To-Morrow:

We can tell everybody your success through the news columns of the paper.

Your trade will have increased confidence in your goods selling.

The public will be asking what does it cost? and buying too.

It means new sales: More orders.

All done by Telegraph.

At a cost which is just right, for

Forcible, Effective and Talk-making advertising, which pays.

Address: Geo. P. Rowell Advertising Agency,

10 Spruce Street, New York.

THE ADVERTISERS' GUARANTEE COMPANY.

FORM OF APPLICATION AND TERMS FOR MEMBERSHIP.

We hereby apply for membership in the Advertisers' Guarantee Company, of Chicago, Ill., for the purpose of having expert examinations made of our paid circulation, and having the same guaranteed, under bond, to General Advertisers in the United States and Canada, for the Daily, Sunday, Semi-Weekly, Weekly, Monthly and Quarterly editions of the ... (name of paper) ... of ... (town and State) ...

In consideration of your making examinations of our paid circulation, at monthly intervals, or at more or less intervals, as in your judgment may be necessary, and guaranteeing the same to General Advertisers, under a bond of Fifty Thousand Dollars (\$50,000), we hereby agree to give your examiners free access to our pressrooms, books, papers, records, etc., at any time during the continuance of this membership. Further, to require any person connected with our publication to answer, under oath, if desired, any questions that may be asked by your examiners pertaining to our circulation.

We further agree to pay for such service, bond and membership the sum as per schedule of rates printed on the back of this application (see schedule printed below), for each one thousand of our paid circulation. The amount of the quarterly bill shall be based upon the paid circulation of the middle month of the quarter last year, payable quarterly in advance, first quarterly payment payable as soon as examination is made and Certificate of Circulation delivered, balance to be paid in quarterly payments every ninety days thereafter.

We also agree to furnish before the 15th of each month a statement, under oath, showing our average paid circulation of the month previous, on blanks furnished by you for the purpose.

It is understood that you are to issue a monthly report of our paid circulation, sending the same to General Advertisers in the United States and Canada, and to carry a two-inch ad for us, same page, opposite column of our circulation in your *Reporter*.

It is further understood and agreed that this membership may be terminated at the end of any quarter after the first six months, by applicant giving written notice of such desired determination at least thirty days prior to the end of the quarter last paid for.

Dated Signed
At State of
Signed in duplicate. Signed

RATES.

Minimum charge \$80 per year for circulation between 1,000 and 7,500, being \$20 per quarter; 7,500 to 10,000, \$25 per quarter.

CIRCULATION.

From 10 to 20 M., \$2.50 per M. per quarter.
From 20 to 50 M., \$2 per M. per quarter.
From 50 to 75 M., \$1.75 per M. per quarter.
From 75 to 100 M., \$1.50 per M. per quarter.
From 100 to 125 M., \$1.25 per M. per quarter.
From 125 to 150 M., \$1.00 per M. per quarter.
150 M. and over, 50 cents per M. per quarter.

For Weekly Publications a discount of 25 cent, and for Monthly and Quarterly Publications a discount of 33 1-3 per cent on the above figures will be made, providing, however, the minimum charge will in no case be less than \$80.

THE glib talker is not the best solicitor. Appeals to a business man's reason and common sense, although made by a poor talker, will outweigh all the arts of the oily canvasser.
—Country Editor.

A SCHOOL OF JOURNALISM.

According to the *National Printer-Journalist*, the Missouri State University will soon inaugurate a school of journalism with the following curriculum:

Art and History of Newspaper-Making.—History of Printing; Evolution of the Newspaper, Typography, Presswork, Engraving.

Newspaper-Making.—Business Management; Cost and Revenue; Advertising; Editorials, Reporting, Clipping from Exchanges; Special Articles; Method of Criticism, etc.

Newspaper Practice.—Exercises in Editorial Writing, in Reporting, Editing Copy, Handling Telegraph Service, Condensation, Interviewing, Gathering News, etc.

Current Topics.—Constitutional Law; Political Science; History of the United States and of Missouri; Economic Questions; the Libel Law and Other Laws Pertaining to Newspapers; Live Issues of the United States and Foreign Countries; Study of the best Newspaper Models; Lectures by Men Engaged in the Active Work of the Profession.

English.—This study will be pursued on the side of English History, Composition and Rhetoric throughout the course.

History.—Modern History will be required, also General History. The study of Medieval and Ancient History will not be required, but may be taken as elective work.

Political, Economic and Sociological Studies.—Political Economy, Political Science, Finance, History of Banking and Coinage, History of Industrial Development, Constitutional Law, International Law and Sociology will be studied throughout the entire course.

An opportunity will be given to acquire a good reading knowledge of such Modern Languages as French, German and Spanish. They will not be required, but may be taken.

AN ADVERTISING TRIUMPH.

Nearly ten years ago, when the *Ladies' Home Journal* had a circulation of 400,000 copies each issue, it was determined to double the subscription price. \$310,000 was spent in advertising in 1890, and the result was a circulation of about 700,000 at double the old price. The advertising was on a large scale, and was persistent. It was kept up through the year; even in the dull month of June \$40,000 was expended, and the total receipts for that month were only \$28,000—some \$12,000 less than the advertising bill which had to be met; nevertheless, it was continued persistently, and, in the autumn, the increase was such that at one time six large safes were full of unopened letters—that is, the cumulative effect of this advertising was such that we could not handle the business satisfactorily. The circulation thus obtained has been kept at an expenditure of from \$100,000 to \$200,000 per year, according to the times, the larger amount being spent when it seemed necessary to run as fast as we could to keep where we were. For the past year an expenditure of about \$150,000 increased our circulation to nearly 900,000 copies, which we are now printing. The point of this story is, that the present position of the *Ladies' Home Journal* is the accumulated harvest from the seed sown during the last ten years. The value of advertising is in its cumulative effect.
—Curtis Publishing Company.

THEY ARE AKIN.

One can't help but associate a store's style of advertising with its goods. The bright, fresh, wide-awake, interesting sort of diction betokens bright and fresh goods, the latest novelties, the best business methods, while the slow, ponderous, sleepy kind of talk seems to indicate shop-worn goods and old-fashioned methods.

THE MAN WITH THE HEAD.

A PROMINENT ADVERTISER WEANED FROM MAGAZINES.

I am an advertiser who spends many thousands of dollars each year and I was interested in certain statements made by Mr. Munsey.

I had about reached the conclusion that advertising in magazines and kindred publications was a mistake and that my wisest course lay in using the daily newspapers. I was confronted with the impossibility of ascertaining the exact circulation of the magazine in case the publisher was inaccurate or untruthful. Every business man is bound to make sure that he gets what he pays for, and in magazine advertising this seems to me to be impossible.

Mr. Munsey freely admits that there are magazine publishers who lie about their circulation. If I, as an advertiser, made such a statement about publishers they would, naturally, resent it, but coming from so distinguished a member of the guild as Mr. Munsey, I am bound to accept it apart from the fact that he proved his point.

Sustained, then, by a publisher of importance, in my purely mental contention that advertising in magazines is advertising in the dark, I have about concluded to use the daily papers only. You might say that the same objection applies there, but I do not think so. There are a hundred ways in which I can tell whether a daily paper has the circulation it claims. I am not dependent upon the word of the publisher. The bulk of his circulation is local, and, in a large measure, I can see for myself whether or not he is telling the truth.

It is for this reason that, unless I find that my logic is faulty, I shall hereafter confine myself to the use of the daily papers. In placing my advertising with them I know what I am doing.

JOHN H. WOODBURY, Dermatologist.

NEW ENGLAND AS A FIELD.

Writing in *Profitable Advertising*, Gen. C. H. Taylor says:

I maintain that there is no section of the country where the people can be reached by advertising so handily as in New England. The actual statistics show that within 50 miles of the Boston City Hall there are 2,392,394 people. Within the same distance of the City Hall of Philadelphia there are 2,361,041; of Chicago, 1,915,716, and of St. Louis, 912,510. These figures are based on the last census. The shrewd advertiser need hardly be told anything of the quality of the people in the 50-mile circuit around Boston. The above statistics show that within this limit there is one-thirtieth of the whole population of the United States. Nearly all of these people are English reading, English buyers of goods. If you analyze the populations of this country, you will find that practically about one fifteenth of the English speaking, English buyers of goods are in this 50-mile circuit. In New England, as a whole, there are about as many more people as I have enumerated. As a rule, the people of New England are better off on the average than those of any other section. Labor has always been honorable and honored in New England; thrift abounds everywhere, and "the million" and "the one hundred thousand" upon whose trade most fortunes are made usually have money to buy what they need. As time passes on the purchasing power of the people of New England is constantly on the increase.

THERE can be no fixed rules for the preparing of advertisements. Conditions are as variable as the winds and sometimes as uncertain. One must fit his work to the existing circumstances.—*Newspaper Maker*.

LITTLE DROPS OF WATER.

One little drop of rain does not produce much moisture; even two or three, or half a dozen, have little effect. But the constant, continual dripping of the rain-drop will thoroughly moisten the earth. Just so with advertising. One little skimpy advertisement should not be expected to produce very material results in this age of the world, when so much advertising is being done, but persistently keeping at it, if you have something meritorious, scarcely ever fails. Others have, perhaps, been advertising something similar to yours, long before your advertisement appeared, and people may be using that with satisfaction. Do you expect one little announcement of yours is sufficient to make them change? But if your advertisement is placed before them time after time, they will conclude your article has merit, and may be induced to try it, to see if it might not suit them better than the one they are now buying. The proprietor of a medicine said the other day that he expended five hundred dollars in a small city in advertising, before he sold one ten-cent box of the remedy. But as it was an article of merit, the sales, once started, increased very rapidly, and the profits soon paid him back, and yielded him a large revenue. This same gentleman remarked that he was perfectly satisfied if three years' advertising produced results. So little timid advertisers should not expect too much, but if they want advertising to pay them they must keep everlastingly at it.—*National Auctioneer*.

MAKE USE OF IDEAS.

Ideas may be gleaned from most unexpected sources if a man is on the watch for them. Probably the man who will miss more ideas than any other is the one who relies entirely upon his own brain as the source of supply. Next to him is the man who will not accept any idea, no matter how great its merit, unless it bears the trade-mark of some man who has succeeded in making a name for himself. Successful men have learned, and that has helped them to succeed, that ideas of the most valuable character can be picked up, in the rough, as it were, from people whom one would never suspect of having such a thing about them. Your clerks, if you could draw them out, would be able to suggest many things which would prove of real value. Endeavor to stand in such relation to them, then, that they will feel free to approach you and propose ideas which occur to them. If you have a dozen clerks and get an average of one good idea a year from each one, it will help you to bring out some new scheme each month, and keep your customers and your competitors guessing as to what you will do next.—*Exchange*.

WHAT A FAIRY TALE!

We were never more struck with the waste of the present system than by a little paragraph that appeared in a New York paper not long ago. The item stated that there were 1,000 firms in New York City that spent annually \$1,000,000 each for advertising. Some of them doubtless spend more, but allowing that each spends only a million, it amounts to \$1,000,000,000 a year! Just think of it—one thousand million of dollars spent each year by 1,000 firms for advertising alone!—*Appeal to Reason*.

IMAGINARY ills, needs and wants prevail quite as much as the real; and one of the powerful weapons in an advertisement is the necessary process of reasoning so as to attach these to the argument and compel them to enforce its recommendations. Make the reader feel that the article you suggest is the one he or she needs and must have, and the object is accomplished.—*Profitable Advertising*.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

CONNECTICUT.

Bridgeport (Conn.) *Connecticut Waisenfreund* (1).—Is the only German weekly in the city of Bridgeport and Fairfield County and the largest and most circulating paper in the State of Connecticut.

FLORIDA.

Live Oak (Fla.) *Suwannee Democrat* (1).—Has the largest circulation of any paper in Middle or East Florida.

ILLINOIS.

Chicago (Ill.) *Conkey's Home Journal* (2).—Our circulation is above the 100,000 mark, and our subscription list is growing at the rate of about 5,000 per month. There is no doubt about the quality of our circulation. Our subscribers represent the best class of families living in the towns and smaller cities, who have the means to buy more than the necessities of life. No other publication can have a larger percentage of its circulation among the desirable class advertisers wish to interest.

Clayton (Ill.) *Enterprise* (1).—Clayton is one of the 115 cities in Illinois containing a newspaper printing over 1,000 copies.

Galesburg (Ill.) *Labor News* (1).—Circulates among workmen in every town within a radius of forty miles. Circulation doubled during the twelve months ending Sept. 1, 1898. More copies circulated in the city than all other weeklies combined.

Greenville (Ill.) *Sun* (1).—Sworn average weekly circulation, 1,231.

Moline (Ill.) *Journal* (1).—Second largest circulation in Rock Island County.

Yorkville (Ill.) *Record* (1).—Proven circulation, 1,750 copies weekly.

INDIANA.

Scottsburh (Ind.) *Scott Co. Journal* (1).—In the American Newspaper Directory the *Journal* is accorded the greatest circulation of any paper in Scott County, and this rating is backed by a guarantee by the publishers of the Directory.

Shelbyville (Ind.) *Shelby Democrat* (1).—Best advertising medium in Central Indiana. Circulation every week 20,000.

IOWA.

Keokuk (Ia.) *Press* (2).—There is no publication in this section that can boast of so large a class of readers, the *Evening Press* having from one-fourth to one-half more than any other competitor in the field. While we do not class ourselves as the wealthy class, they are the people who spend the money.

KENTUCKY.

Louisville (Ky.) *Omnibus* (1).—Oldest German Sunday paper in the United States. Thirty-two years of continuous publication.

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

Issued from its own presses. Largest circulation of any German Sunday paper in the South.

Louisville (Ky.) *Pentecostal Herald* (1).—The largest circulation of any religious paper south of the Ohio River. Guaranteed circulation, 24,578.

MARYLAND.

Baltimore (Md.) *Southern Farm Magazine* (2).—Now has a circulation of very nearly 11,000 copies.

Chestertown (Md.) *Enterprise* (2).—Our minimum weekly circulation during the past year was 1,200 copies, the average being far above that number. We guarantee an average weekly issue of 1,500 copies during 1899.

Frederick (Md.) *North American Medical Review* (1).—Has won its way into the offices and esteem of over 3,000 readers in the Middle States, and is past the period of an experiment and is established.

Salisbury (Md.) *Advertiser* (1).—Largest circulation of any paper on the Peninsula and the best advertising medium.

MASSACHUSETTS.

Boston (Mass.) *Post* (3).—During the year 1898 the average daily circulation of the *Boston Post* was 120,563. The remarkable growth of the *Post's* circulation will be best appreciated when the record for 1898 is considered in contrast with the circulation of the *Boston Post* when it came under its present management in 1891. It was then selling less than 5,000 copies per day. During the year 1898 the average circulation of the *Sunday Post* was 114,361 copies. The *Sunday Post* was established five years ago by the present management.

Fall River (Mass.) *Globe* (1).—Guaranteed circulation between 6,000 and 7,000 per day.

New Bedford (Mass.) *Evening Standard* (1).—Circulation: Average for September, 10,993; October, 10,838; November, 13,337; average for three months, 11,112.

MICHIGAN.

Detroit (Mich.) *Leonard's Illustrated Medical Journal* (2).—Has a regular issue of over twelve thousand (12,000) copies for each number, and goes to every State and Territory but two (Alaska and Puerto Rico). This is an increase of 20 per cent in circulation over last year, and is, we think, a larger regular circulation than all the other Michigan medical journals put together. Its advertising rates are not high, when you consider this large circulation; besides, your ad appears on a page with pure reading matter, where it is sure of being seen.

MINNESOTA.

Minneapolis (Minn.) *Skoedemannen* (1).—Last year had 8,000 and now has over 10,000 minimum guaranteed. If we fail to prove it all advertising becomes free.

Minneapolis (Minn.) *Times* (2).—During the four years and a half that the present management has had charge of the *Times*, the paper has shown a steady growth from year to year until now, with a daily circulation of over 30,000 and a Sunday circulation exceeding 40,000, it stands as the acknowledged leading

daily in the Northwest. As the leading morning, two-cent newspaper of the Twin Cities, the *Times* is in a position to render a better service for the money asked than any paper in either Minneapolis or St. Paul.

St. Paul (Minn.) *Farmer* (2).—We guarantee a circulation of 32,000 copies each issue, and a paid subscription list of over 30,000.

St. Peter (Minn.) *Journal* (1).—St. Peter, Minn., Jan. 1, 1899. A little more than a year ago, the present management purchased the *Journal*. It then had a subscription list of less than 500. During the past nine months no issue of the *Journal* was less than 650 copies; the average was over 1,100 copies. In the month of December just closed, 94 new subscribers were added to our lists. The average circulation for 1899 will exceed 1,200.

MISSOURI.

St. Joseph (Mo.) *Stock Yards Daily Journal* (1).—It is a recognized fact that the St. Joseph market is the coming market of the West, and every shipper, feeder and farmer of the West has his eye on this point. The *St. Joseph Stock Yards Daily Journal* is a farmer's and live stockmen's paper and thoroughly covers the richest country in the world, and reaches a class of trade that is sought by advertisers. It reaches people who have the spot cash and who are liberal in every sense of the word.

NEW JERSEY.

Bayonne (N. J.) *Herald* (1).—The leading paper in the city, unsurpassed in quantity and quality of circulation, and is therefore the best advertising medium. Average circulation 1,500.

Montclair (N. J.) *Herald* (2).—The immediate local circulation of the *Herald* is among a population of over 30,000—in Montclair, Bloomfield, Glen Ridge, Caldwell and Verona. The community is one of the richest and most cultivated in the country, and spends a great deal of money in the course of the year. Is beyond all question the leading weekly paper of Essex County. Circulates in every town in the county.

NEW YORK.

New York (N. Y.) *Bookman* (1).—Is to-day more firmly established and more successful in every way than ever before. The circulation averages 13,500 copies, and is greater, we believe, than that of any literary periodical of the sort in America.

New York (N. Y.) *Society Times* (1).—Guaranteed circulation, 20,000.

Rochester (N. Y.) *Democrat and Chronicle* (1).—This paper has the largest circulation of any daily in the State (except one, a penny paper) outside of New York and Brooklyn.

OHIO.

Dayton (O.) *News* (2).—This paper is the only one in this city of 100,000 inhabitants which is conducted along metropolitan lines. It gets out three editions daily, and offers gratuitous contracts for one year to advertisers if it can not be proven that it has a circulation exceeding that of all its afternoon contemporaries combined.

Dayton (O.) *News* (1).—We not only cover this city of 100,000 most effectively, but have routes on every pike leading from Dayton within a radius of ten miles, delivered daily by carriers in wagons, and we also supply all surrounding towns by steam and electric railroads, and are continually branching out into new territory. We have the largest circulation of any Dayton papers, our Dayton daily *News* and Dayton weekly *News* being the best advertising mediums in this section of the State.

Hamilton (O.) *Republican-News* (1).—Prints twice as many advertisements every day as any other Hamilton paper, and commands 50 per cent better rates. Does this argument of fact present any attraction to you? Circulation ex-

ceeds 4,500 copies daily. Being the cleanest daily, it has the great home circulation.

Hamilton (O.) *Republican-News* (2).—The publications that carry the home news of the day and which are eagerly watched for every evening and are eagerly devoured by the family circle are the papers which bring the best returns to the general advertiser to-day. Such mediums are the daily *Republican-News* and the *Hamilton Telegraph* and they cover thoroughly, as no other publications do, the city of Hamilton and Butler County. Hamilton has few equals as a manufacturing center and Butler County is one of the richest of the Miami Valley. We guarantee over 4,500 daily circulation and over 4,000 weekly circulation.

Marion (O.) *Mirror* (2).—Has a larger circulation to-day than it ever had, and its clientele is the best people in the city and neighborhood.

OREGON.

Portland (Ore.) *Northwest Pacific Farmer* (1).—Best general medium for advertising on the Pacific Coast. Two thousand columns of ads in one year proves it to be the cheapest and best. All farmers of the Northwest have read it or heard of it.

Portland (Ore.) *Oregonian* (4).—About fifteen years ago E. V. Smalley, in an important contribution to the *Century*, went on record as saying: "There is no parallel case in the United States of a single newspaper that reaches so large and rich a territory." It was true then of this paper, and is far more true to-day. Then the *Daily Oregonian* printed from 7,500 to 10,000 copies per day and the *Weekly Oregonian* about the same, and the *Sunday Oregonian* was then an infant scarcely a year old. The paper has grown bigger and better and stronger every year, and the last detailed statement from them showed an actual minimum average for the year 1897 as follows: Daily, 24,093; Sunday, 29,422, and weekly, 29,028.

PENNSYLVANIA.

Greenville (Pa.) *News* (1).—The largest circulation in the Shenango Valley.

Lebanon (Pa.) *News* (1).—The daily is the authorized paper for all legal and official advertising. The oldest and largest in the county. The semi-weekly is the leading county paper and the best medium for reaching the farmers of this section.

Lewistown (Pa.) *Democrat and Sentinel* (1).—Guaranteed largest circulation of any paper in the county.

Philadelphia (Pa.) *Bulletin* (1).—Circulation for 1898 (actual number of papers printed and sold) 35,445,624 copies. Daily average for entire year 113,973 copies.

Philadelphia (Pa.) *Inquirer* (2).—The average daily circulation is over 170,000 copies, and it to-day leads all competitors in influence, circulation and results.

Philadelphia (Pa.) *Market Basket* (1).—A weekly agricultural and stock journal, circulating over 28,000 strictly among farmers, garden truckers, fruit growers, dairymen and stock raisers, in the States of New York, Pennsylvania, Maryland, Delaware, New Jersey, North and South Carolina, Virginia, West Virginia and the Western and New England States.

Philadelphia (Pa.) *Women's Ideas* (2).—Has a guaranteed circulation of over 100,000 copies each month.

Scranton (Pa.) *Scrantonian* (1).—Guaranteed circulation 10,000 copies each issue or no charge for business.

ONTARIO (CAN.)

Ottawa (Ont.) *Canadian Mining Review* (1).—It reaches every colliery blast furnace, smelting works, metal and mineral working mine in all the provinces. As an advertising medium it reaches a first-class buying constituency covered by no other Canadian publication.

A SOLICITOR'S EXPERIENCES.

Mr. Will Cogger, an advertising solicitor of Lowell, Mass., writes **PRINTERS' INK** as follows:

I find that outside of the really large advertisers in the cities in which I have worked a paper is considered a paper and circulation cuts little figure. Hands will be held up in "holy horror" if you happen to have a rate of advertising double that of a rival whose circulation is one-third that of your own. Nor is quality of circulation with reference to the article advertised taken into consideration.

I am continually meeting with amusing experiences. A coal dealer who had been using a one-inch card ordered his ad stopped. No amount of persuasion could influence him to continue. Well constructed ads were paraded before his eyes as inducements. Arguments that had worked well elsewhere failed here. At length I was about to give it up as a hopeless task when a little catch-line which I had seen somewhere occurred to me:

"No long waits; no short weights."

He thought a moment and then said, "Well, you might run that for me for awhile." That little catch-line did the business.

We have here in Lowell a firm dealing in high-grade furniture which had never used the columns of the *Citizen*. They had been steady advertisers in two other local papers, upon one of which I was formerly solicitor. They were induced to try a six-inch space in the *Citizen* a few weeks before Christmas on trial. One day soon after an elderly lady came into the store with the *Citizen* ad in her hand and asked to see some article advertised therein. She casually remarked that she had often heard of the firm, but she thought they had a small store upon — street (mentioning a side street of small business concerns). The amazement of the firm may be imagined when it is known that they have been doing business at the same stand for twenty years and pay taxes on \$80,000 worth of stock. A recital of this little incident has won for me several contracts from business men who were wont to say: "Oh! I don't need to advertise. Everybody in the city knows me."

I find that the easiest method to get business is to write well constructed ads—on the spot if necessary—and submit them for approval. Many solicitors make the mistake of letting business look after itself when once started. New business is sometimes of minor importance; take good care of that which you have and new advertisers will come much easier.

OFTEN FORGOTTEN.

The average "advertising expert" is likely to forget that no two advertising propositions are exactly alike, even in the same line of business. So much depends upon the character of the goods, the personality of the individual and the selling conditions that it is necessary to make a study of all of these points before the advertising of the business can be planned intelligently. Because one individual has made a success of his business along certain lines it does not at all follow that another man can make a success along the same lines. Just as an advertiser must make many alterations in an advertisement that he would adapt to his business, so he must adapt the experience of all who have gone before him to meet his own requirements.—*Advertising Experience*.

UNDER the arbitrary rate schedule the advertiser who contracts for a regular space by the year finds it difficult to obtain extra space for a short time at a pro rata price, because, as a rule, the advertising manager looks upon the extra space as new advertising and so amenable, in some degree, to the transient rate. Yet that view is wholly wrong.—*Newspaperdom*.

LOCAL TRAITS.

Local traits and peculiarities often affect advertising to such an extent that general rules prove unreliable.—*Advertising World*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CANADA.

It takes at least 16 daily papers in the fourteen largest cities in Canada to bring an article prominently before the larger number of Canadians. Cost for 35 lines, every other day for one year, about \$1,500. We know Canadian papers, their constituencies and lowest prices, and can be of use to any who intend using space in Canada. THE E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal

for rates.

Detroit Suns, Detroit, Mich.

	Little Men & Women	COMBINED
	(Estab. 1880.)	
	- - Babyland - -	
	(Estab. 1877.)	

Combined into one magazine of 32 p. at 50 cents a year. Combined circulation at advertising rate of one. Make contracts now, before the reduced price of subscription augments circulation to the point where we will feel like increasing the advertising rate.

LITTLE MEN & WOMEN CO.
Troy, N. Y.

THE CENTRAL BAPTIST

PUBLISHED WEEKLY AT
316 North Eighth St., ST. LOUIS, MO
By ARMSTRONG & PAYNE.

THE ONLY BAPTIST PAPER
published in St. Louis.

LARGER CIRCULATION

than the combined output of all other
Baptist weeklies published in Missouri.
The only 16-page paper.
The only \$2 paper.

MORE SPACE

used by cash advertisers than any
other religious paper published west of
the Mississippi river.

Booklets

Written,
Designed and
Printed.

I write, design and print
Booklets, Circulars and Adver-
tisements of every description.
No one has better facilities. No
one can do it better. If you
mean business write me on your
own letter-head telling your
needs. I will furnish you a cover
design and dummy of a booklet,
circular or advertisement I
would advise, *free of cost*, with
estimate for the writing, design-
ing and printing complete. Only
one order needed. No bother-
ing with artists, engravers or
printers.

I attend to the whole business.

WM. JOHNSTON,
Manager Printers' Ink Press,
10 Spruce St., New York.

THE Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year
at Phoenix, the liveliest town of its
class in the United States.

Information as to rates of

H. D. LA COSTE, 38 Park Row, New York.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where
you have none, and help the agents
you have, by advertising your goods
before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES
OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

Toledo Daily News

circulation guaranteed to be larger
than any other Toledo daily.

For advertising rates and sample copies address
THE NEWS, Toledo, O.

Competitive Liars

have thrown such doubt over circulation statements that we can not put our modest statement in comparison. We are far short of the 100,000 mark, but that does not alter the fact that at 15c. a line AMERICAN HOMES pays. Don't rely on statements; send \$1, and with it copy for 40-word (free) "Want" ad. See if it is good for you; it may not be.

AM. HOMES PUB. CO., KNOXVILLE, TENN

JOLIET, the Stone City, the home of the great Steel works, the Tin Plate mills, the Stone quarries, the head of the big Canal, the Railroad center, might well be termed the pay roll city.

Over 8,000 men are paid in Joliet every week.

The JOLIET DAILY NEWS, guaranteed circulation 5,750, will put you in touch with the people who pay and are paid.

The NEWS is particular about what it prints—both news and ads.

THE NEWS COMPANY,
Joliet, Ill.

The Right Circulation. THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

The Right Principle. Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and tell others. As a result our patronage increases; so far this year our advertising is over 100 per cent greater than for same period last year—that's what talks.

The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons. Junior Topics



and Prayer Meeting Lessons. The last three departments named secure us ninety per cent of our subscriptions and which to be of value must be studied weekly. Thus an advertisement is kept in the home an entire month and really the advertiser gets as much benefit from one insertion in THE INLAND as he would in four insertions in a weekly of same circulation. You save the cost of three insertions by using THE INLAND.

The Right Price. Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try THE INLAND, but it may help make one.

THE INLAND, THE MOST POPULAR PAPER
OF ITS KIND IN THE WORLD.

NEW YORK:
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

Why has The **PARISIAN** Made a "Hit" ?

Because it is *different* from any of the others. Not only does it differ from any other publication, but it *varies* in its successive numbers. People seek entertainment and variety they find it in **THE PARISIAN**.

WHO ARE ITS READERS?

THOSE WHO ARE WELL-INFORMED read **THE PARISIAN** because it keeps them *au courant* with the latest works of the French Academicians and the literature current in the great French reviews.

THOSE WHO WISH TO BECOME WELL-INFORMED read it because it instructs them upon the most important doings of the authors and artists of a great Nation.

THOSE WHO WISH TO APPEAR TO BE WELL-INFORMED read it because with very little reading and little expense it gives them a speaking knowledge of the literature of France.

WOMEN, IN GENERAL, read it because it tells them of that heaven of their dreams—Paris.

THOSE WHO LOVE THE FINE ARTS buy it because it gives them reproductions of the most recent works of the great school of French Art.

THE CURIOUS buy it because they are looking for surprises.

PEOPLE WHO HAVE TRAVELED buy it because it gives them pleasant reminders of days spent abroad.

PEOPLE WHO INTEND TO TRAVEL, buy it because they can learn much of the country and people whom they intend to visit.

EVERYBODY buys **THE PARISIAN**, or should buy it, for its entertaining qualities, in which no magazine published to-day is its equal.

It is beautifully illustrated and printed; it is **CLEAN**, it is **UNIQUE**.

THESE ARE SOME OF THE REASONS WHY IT HAS STRUCK THE PUBLIC FANCY.

It will pay Advertisers to be Represented in its Pages.
Published at Carnegie Hall, New York.

Have you Anything to Sell

that is used by farmers, farmers' wives or farmers' children?

If so, we can do business with you.

We have a paper that goes every week to twenty-five thousand of the most prosperous farmers in the world.

They will spend hundreds of thousands of dollars during the next two months.

Why not get some of this trade?

Or have you business enough?

An inch advertisement 8 times in the **WEEKLY WISCONSIN AGRICULTURIST** costs only \$20.00 and often brings hundreds of dollars in profits.

5 per cent off for cash with the order.

THE WISCONSIN AGRICULTURIST, Racine, Wisconsin.

I AM a PRINTERS' INK enthusiast. The sight of the Little Schoolmaster staring at me from my desk on the morning of its arrival always brings a smile of delight to my countenance. When the price went up from one dollar to five dollars, I thought it was a pretty big jump, and that I couldn't afford to buy it at that price. It wasn't three weeks until I came to the decided conclusion that I could not afford to do without it, no matter what the price. It is a great advertising reservoir. I never copy any of the advertisements, but I certainly do imbibe the good thoughts running all through the little book, and I might as well give up the advertising business at once as to try to do without the Little Schoolmaster's logic.

M. M. REMY,

Advertising Manager of the Albert F. Remy Co.,
Coffee Roasters, Mansfield, Ohio.

Mansfield, O., Dec. 9, 1897.

FIFTY-FIFTH CONGRESS.

Joseph H. W. Adams, Mass., Chairman.
 Harriett Brodus, Pa.
 George W. Price, Ill.
 Henry U. Johnson, Ind.
 John M. Mitchell, N. Y.
 Henry C. Van Voorhis, Ohio.
 Adin B. Capron, R. I.
 James T. McClary, Minn.
 Nicholas N. Cox, Tenn.
 Charles N. Fowler, N. J.
 Francis G. Newlands, Nev.
 George Spaulding, Mich.
 Jesse F. Stallings, Ala.
 Elkanah J. Hill, Conn.
 Daniel Emmert, Pa.
 George N. Southwick, N. Y.
 John W. Madison, Ga.

Frank Row Mackintosh, Clerk.

Committee on Banking and Currency,

House of Representatives H. S.,

Washington, D. C., Jan 17, 1899.
RECEIVED
 JAN 19 1899

GEO. P. ROWELL & CO.

Editor, The American Newspaper Directory,

New York City.

Dear Sir:-

Every page of the American Newspaper Directory breathes the desire of its publishers that it shall be absolutely correct in every statement it makes.

Truly yours,

Frank Row Mackintosh
 Clerk of the Committee.

The Plain Common Sense of It.

It is interesting to read the different views Ink men give expression to regarding my methods of business. Traveling Ink salesmen seem never to have a good word for me. They may offer to meet my prices and give credit, and sometimes do secure an order on that basis; but in nine cases out of ten the goods when they arrive (if they ever do) fail to be satisfactory and are sent back. The printer who is imposed upon generally makes up his mind not to buy any more goods from that house. The fact is, it is not possible to deliver the high-grade ink, I sell and do business in the old way. Salesmen's expenses and incidentals have to be paid for somehow, and if they can not be added to the price they must be taken out of the quality of the goods. The house that attempts to sell on credit at my prices eventually loses the trade and the salesman forfeits the printer's friendship or regard. I do not employ agents or salesmen. I keep no books. I make no bad debts. These facts explain how I am able to put more value into my inks and give for a dollar, cash in hand, a better article than my competitors can furnish on credit. Get my price list if you have not already done so and compare it with what you are now paying. If the saving is worth considering I want your orders. Address,

PRINTERS INK JONSON
8 SPRUCE ST., NEW YORK.

What we do

WE make a specialty of the production of highly artistic, bright, up-to-date advertising Show Cards, Street Car Signs, Posters, Hangers, etc., etc. If you appreciate original advertising ideas, combined with high-grade work, we suggest that you give us the opportunity to show you what we can do. We are perfectly willing to design a sketch for any advertising matter you may require; the sketch will be made entirely at our own expense and if you do not like it you will be under no obligations to us whatever. All we want is an opportunity to prove to you that we are thoroughly well equipped to handle any orders you may see fit to turn over to us.

We conduct our business on somewhat different lines from the ordinary lithographic concerns. We handle the business of advertisers exactly as an expert advertising man would look after it. We supply them with reading matter with appropriate ideas, with schemes and suggestions for the betterment of their advertising; in fact, give them the full benefit of the most skillful service without any extra charge.

We believe it would pay you to have your business handled by our concern. It will cost you nothing to let us prove this.

NOTE.—If more orders are sent in for this work than we can conveniently handle, we reserve the privilege of declining some of them.



The Gibbs & Williams Co.

Lithographers and Printers,

68 New Chambers St., N. Y.

(Running through to Roosevelt.)



Telephone 4124 Cortlandt.

(Have your clerk put it on your Index.)

A



Money



Maker

CIRCULATION:
165,000 COPIES.



ADVERTISING:
75c. PER AGATE LINE.

None but Clean Advertisements from Reliable
Advertisers Accepted.

FORMS CLOSE 10th OF MONTH PRECEDING
DATE OF ISSUE.

Agricultural Epitomist

INDIANAPOLIS, INDIANA.

OR RELIABLE ADVERTISING AGENTS.

Dayton Daily News

THE unquestioned superiority of this paper as the leading home daily of this section, in all that goes to make a paper a success, also gives it a standing and influence that makes a use of its columns by advertisers a profitable investment.

Rates for space are reasonable. We are at all times pleased to furnish information in regard thereto.

H. D. LACOSTE, Thirty-eight Park Row, New York, Eastern Manager.

Dayton Daily News

TO YOU.

Advertisers ought to know that five hundred thousand copies of *THE AMERICAN WOMAN* in five hundred thousand separate wrappers go to five hundred thousand individual women every month. It goes to women only and has the advantage of being read specially by them.

They are women of the great middle class, living outside of large cities; who do most of their own housework and their own buying.

THE AMERICAN WOMAN is profitable to such high-class advertisers as *Sapolio, R. & G. Corsets, Youth's Companion, Dr. R. V. Pierce, Hood's Sarsaparilla, J. C. Ayer & Co., The New York Ledger* and *The Christian Herald*; besides the great mail-order houses like *Sears, Roebuck & Co.*; and if you have anything to sell that women want, it would certainly be profitable to you.

The American Woman.

**500,000 copies monthly. In
500,000 separate wrappers. To
500,000 women.**

These figures are absolutely proven in any way an advertiser asks.
Rate \$2 per line. March forms close Wednesday, January 25th.

THE VICKERY & HILL PUBLISHING CO.,
520 Temple Court, - - - - - New York City.

JOSEPH W. KENNEDY, Manager of Advertising.

WHEN YOU ARE READY

to place your appropriation
for Street Car Advertising
consult reliable parties and
save time, money and annoy-
ance.

We control the largest and best number of America's principal cities, have 14 branch offices, skilled employees to properly place and look after

GEO. KISSAM & CO.,

your advertising, and a glance in our cars will show you the world's largest advertisers represented. Our system is "peculiar to itself" and up to date, approached by none!

You want the best---and you want it right! Send for our folder showing list of cities wherein reliable Street Car Advertising is assured.

253 BROADWAY, N. Y.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

No one can have failed to notice the advertising which Mr. Cyrus Curtis has been doing for his rejuvenated *Saturday Evening Post*. This paper, founded by Benjamin Franklin, and published consecutively in Philadelphia for one hundred and seventy years, has been in the hands of the proprietor of the *Ladies' Home Journal* only about six months. In that time he has been a large and intelligent user of newspaper space to advertise his new weekly.

No one thing will give the impression so surely that the circulation Mr. Curtis claims—over 200,000—is a bona fide one of paid-up subscribers, as the promptness with which the paper stops when a subscription expires. In September it was advertised that the *Post* and the *Ladies' Home Journal* both would be sent until the end of the year for twenty-five cents. A large number probably responded. Toward the end of that time each one of these trial subscribers received the following diplomatic letter:

"THE SATURDAY EVENING POST."
Published by the Curtis Publishing Co.
PHILADELPHIA, December 15, 1898.

MY DEAR MADAM—I offer to send you the *Saturday Evening Post* every week for the year 1899 on receipt of only one dollar, if sent at once. This is less than half the subscription price, and is for the first year only, to influence a large list of yearly subscribers quickly—that is, to start the year with as large a list as possible of permanent subscriptions. The regular price of \$2.50 per year will be maintained after this first year, and the *Saturday Evening Post* will be so wonderfully improved in valuable literary matter, and unique illustrative effects, as to readily command the price I shall ask.

I am engaging the best writers of the day, American and English, and for only one dollar you are offered (for one year only) a weekly magazine that could not possibly be produced for less than \$2.50, except temporarily for the purpose of introduction.

Sincerely yours, CYRUS CURTIS.

On January 1st the names of those who did not respond to this letter were promptly stricken from the subscrip-

tion list, a business-like process which increases the respect of every one thus treated for the *Saturday Evening Post*.

Mr. Curtis is having trouble with the company managing the elevated news-stands in New York City, and makes this announcement in the New York papers:

The "Elevated" news-stands decline to sell the *Saturday Evening Post*, of Philadelphia, unless paid for the privilege, although for years they have sold our *Ladies' Home Journal* without any such charge. You can find them on all stands at the foot of the stairs.

Of course there may be some reason for this action of the L stands other than that given in this statement. The news-stands may feel that they did much to build up a regular trade in the *Ladies' Home Journal*, and that now when they have established a demand for that paper, their supply is cut down, and all privileges of returning are withdrawn.

The policy of the *Ladies' Home Journal* is to build up a list of annual subscribers, and give them the preference over the news companies.

Still, whatever the grievance of the L news-stands, the fact remains that they need Mr. Curtis more than he needs them.

PARKERSBURG, W. Va., Jan. 16, 1899.

Mr. Charles Austin Bates:

DEAR SIR—I inclose a series of ads, which I ran for five months in the *Medical World*, a monthly, which claims 25,000 circulation.

The result was not quite enough to pay the advertising bill, though the orders came from various parts of the United States and one from Canada.

Was the fault in the article, the journal or the ads.

I have a treatment for catarrh which I want to put on the market. It is all right, and put up in what I think will prove an attractive form, certainly a new one.

Is it advisable to start to advertise it with only a small amount of money? say using one or two papers only, in a large city; or must I wait until I can enlist a large quantity of capital and take a good deal of space all over the country?

I trust that my questions do not transgress or come outside of your department in PRINTERS' INK.

Will you kindly return the ads to me? They

are my first efforts and have a sentimental value. Very respectfully, E. B. BAYLISS.

Rolling Even Half a Bandage

by hand is slow, tedious work, but with one of my dollar rollers you can roll any number and have a good time. You can roll any kind, any width to four inches, and any quantity, but can not wear the roller out. Send me the price and I will forward a roller, prepaid. Try it, and if it isn't what I have represented, send it back and get your hundred cents.

DR. E. B. BAYLISS,
DAYTON, O.

My \$1.00 Bandage Roller

wins good words wherever it is used. One physician says: "It is a rattling good machine, and you ought to do well with it." Made of iron and finely tempered steel, it is at once simple and serviceable. With it can be rolled any quantity, quality and width of bandage up to four inches, tight or loose as may be needed. It won't work itself, but is easily worked; and the bandage comes off the spindle with greater ease than is the case with any other low-priced roller. The price is one dollar in advance, and I give the money back if the machine is not as it is represented.

DR. E. B. BAYLISS,
DAYTON, O.

I reproduce ads One and Five in Dr. Bayliss' series.

In looking over the series I am impressed with the idea that he got it wrong-end first.

The headline in ad No. One is probably bad. If "rolling a bandage is slow, tedious work," a doctor doesn't want to read anything about it.

The headline of ad Five is the one which should have begun the series. This headline in itself tells almost the whole story.

In one of the other ads, and in only one of them, is made the best point in the entire proposition. This ad says:

"It will wind as much bandage at a cost of fifty cents as can be bought ready wound for a dollar and a half, thus saving its cost at once."

Now that is hard sense, and must appeal to every doctor who is not too busy to care for a dollar.

These advertisements are pretty well written. In fact, they are almost too well written. You see the machinery too plainly. The fact sticks out that these are advertisements and that the writer wished to make them catchy and attractive. You get the impression that he isn't satisfied with stating the plain facts. The effort to get your attention and fix in your mind

some catchy expression is so apparent that it distracts your thought from the thing that is being advertised.

An advertisement is most convincing when it seems to be simply a plain, straightforward, earnest statement of facts.

The highest art in advertising is to give business announcements this appearance.

If you can see the mechanism of the ad—the work of the adsmith—sticking out of every other sentence, it detracts from the realism of the ad.

Stage thunder isn't convincing when you can see a man shaking a piece of zinc to make it.

If Dr. Bayliss will talk in his ads just as he would if he were talking to another physician, and tell the real, undecorated facts about his bandage roller, he will probably sell enough of them to make the business profitable.

In saying this I am taking it for granted that doctors really want bandage rollers.

If they don't care for them, advertising won't sell them.

The Catarrh Cure question is a hard one.

Patent medicine businesses have been started in both ways and have succeeded — and others have been started in both ways and have failed.

A good medicine can be made to succeed by advertising first in a very small way in limited local territory and gradually spreading out, or it can be made to succeed by hammering at the whole country at once.

The whole thing depends upon the "men behind the guns."

From what I have seen of the patent medicine business, I should never advise a man to go into it unless he is prepared to lose the money he invests.

My belief is that more money has been lost in the patent medicine business than has ever been made out of it.

The country is full of experimenters who are willing to spend a few hundred or a few thousand dollars in the attempt to emulate the brilliant example of Dr. J. C. Ayer, Dr. Pierce and a few others who have made a greater or less number of paltry millions out of the business.

Ninety-nine out of a hundred of these experimenters lose their money.

They lose it largely because of the widespread notion that the success of a patent medicine depends entirely on advertising.

A man thinks if he has a good medicine and advertises it well and largely that success is absolutely certain.

He skips the details.

He forgets that there is something necessary besides advertising.

The most important thing he has to fight is the apathy of the druggists, both wholesale and retail, and it is more than an even chance that no matter how much money he has he will go broke before he overcomes this inertia.

Good copy is the vital spark of advertising.

If the copy is right, it will do some good, no matter how injudiciously or how expensively it is placed before the public.

If the copy is poor and doesn't tell the advertiser's story, it will do practically no good, no matter how extensively or with how much judgment space is bought.

It is asserted that space in the *Delineator* is purchasable by different agents at different prices. To be sure, it is desirable to buy this space at the lowest possible price, but I think you will agree that it is quite possible that the man who pays a dollar and a quarter a line may easily be worse off than the one who pays two dollars.

With good copy two dollars a line is cheap enough. The advertiser can make a profit at that price.

With poor, inefficient copy he is pretty sure to make a loss even though he buys the space as low as a dollar and a quarter a line.

The first thing he must have is good goods. His prices must be fair and his management right.

After that the most important thing in his advertising is that he shall have copy prepared that will tell the real truth about his goods, and tell it in an attractive and convincing way.

If he will get this sort of copy and place it where people can see it—I don't care by what method—he is on the road to success.

I would rather have the cheapest dodgers that told my story thoroughly and well than to have the best space in the best newspapers filled with unattractive, unintelligent and unconvincing talk.

Even if both the dodger and the newspaper space were ineffective, the dodger would be better because it cost less.

The advertiser who attempts to buy his advertising—and by that I mean his space, his copy, his illustrations and his management—on the same basis that he would buy a load of hay, is showing the very poorest sort of judgment.

It is what he puts into the space that decides its value to him.

Space in the *Ladies' Home Journal* is not worth five dollars a line to every advertiser who uses it, but to many of those who use it it would be cheap at ten dollars a line.

The value depends entirely upon what is put into it.

Poor copy will make it absolutely worthless.

I know of one case in which within six months the advertiser's expenditure has been increased sixty per cent and the returns have increased five hundred per cent.

This difference is due, to some extent, to the selection of media, but it is principally due to the improvement in copy.

The copy tells the advertiser's story, or it doesn't.

It must tell the real story and tell it convincingly.

The first duty of the writer of the copy is to find out what is the real story.

Many a man knows his own business thoroughly but doesn't know its advertisable points. He knows too much about the good points of his business to appreciate the ignorance of the public. The things that he knows so well they know not at all, but the fact that he knows them makes him think that everybody knows them.

The first essential in the preparation of good copy is to dig out the advertisable points and state them clearly, honestly and convincingly.

After that the problem is to get the ad read.

To do this it must first be made conspicuous, either by its size, display or illustration, or by all three.

If you succeed in making the advertisement attractive, readable and convincing it isn't of vital importance whether you pay a dollar a line for space or ninety-five cents. If it is possible to buy it at ninety-five cents by all means do so, but don't take any chances on the copy for the sake of saving that five cents.

If you can't make it pay at a dollar a line, the chances are that you can't make it pay at ninety-five cents.

Street Car Advertising

*Is Daily Growing
More Popular
as its
Merits are Con-
stantly Becoming
More Manifest.*

A glance at the display in cars of all large cities will show not only the cards of known general Advertisers, but those of local fame. The reading matter is interesting. The illustrations meritorious. Passengers read the announcements and remember them. They are household words.

***DON'T YOU
WANT THEM TO KNOW
ABOUT YOU?***



We can place your card in 10,000 cars.
The best in America and Canada.

GEO. KISSAM & CO.

Postal Telegraph Building,
NEW YORK.

A Man in Bermuda



WHILE on his vacation remarked to his friend :

*"Astonishing the progress this **NEW YORK JOURNAL** has made. Within three years it has developed into the leading metropolitan daily. Think of it!"*

HE WAS RIGHT!

Reaches all classes and covers more territory and is more widely read than any other publication in existence.

"Expensive?"

"Well—just a little. Cost a fortune to create and promote its circulation. The **JOURNAL** is received and read wherever you may go."

"Uphill work?"

"Yes, but the advertising columns are evidence of success. Advertisers don't fool away their money."

Are YOU represented?

As Brother Heintz would say—

"You'll be obliged for the hint."